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E. R. BEERS ELECTRIC CO.

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BLOOMSBURG, PENNA.

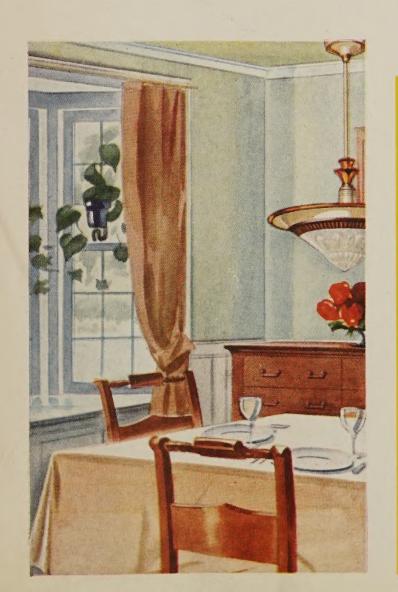


DISTINCTIVE FIXTURES

Designed for



LIGHT CONDITIONING



brighten the home with cheerful, glareless light. Here is a comprehensive group of beautifully designed units created not only to perform this function but to add a smart touch of charm to home beauty and liveability. Reflecting the identifying characteristics of the period it portrays, each fixture harmonizes tastefully with today's modern settings and architecture. You will find this group of pieces perfectly suited for installation in either new or older homes ... and priced to adequately satisfy modest budgets.

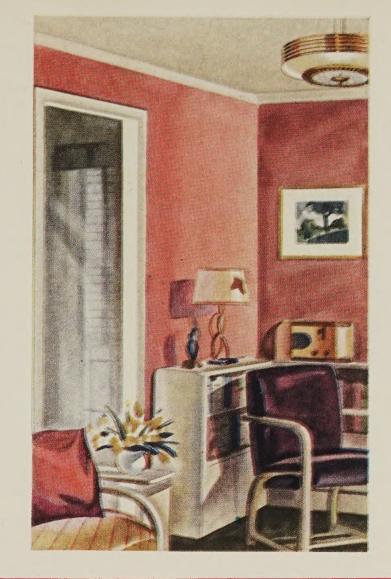


The Carleton Series

Finish: Ivory and Gold with Bottom Glass Plate in Ivory with Gold Lustre Border

These beautiful units, of modern design, produce the highly desirable effect of Indirect Lighting combined with a softly diffused Direct Light through the decorative Glass Bottom. A Crystal Finial ornament adds an attractive finishing touch to the design.

UNDERWRITERS APPROVED



No. V-6022
Depth overall 13½"
Spread 12 inches
Two Light Fixture
200 Watt Capacity
Wired Keyless
Packed individually,
4 to unit
Code: Fibb

No. V-6016

Depth overall 36"
Spread 16"
Two Light Fixture
300 Watt Capacity
Center Switch controls
one or two lights
Packed individually,
4 to unit
Code: Fjaf

No. V-6001

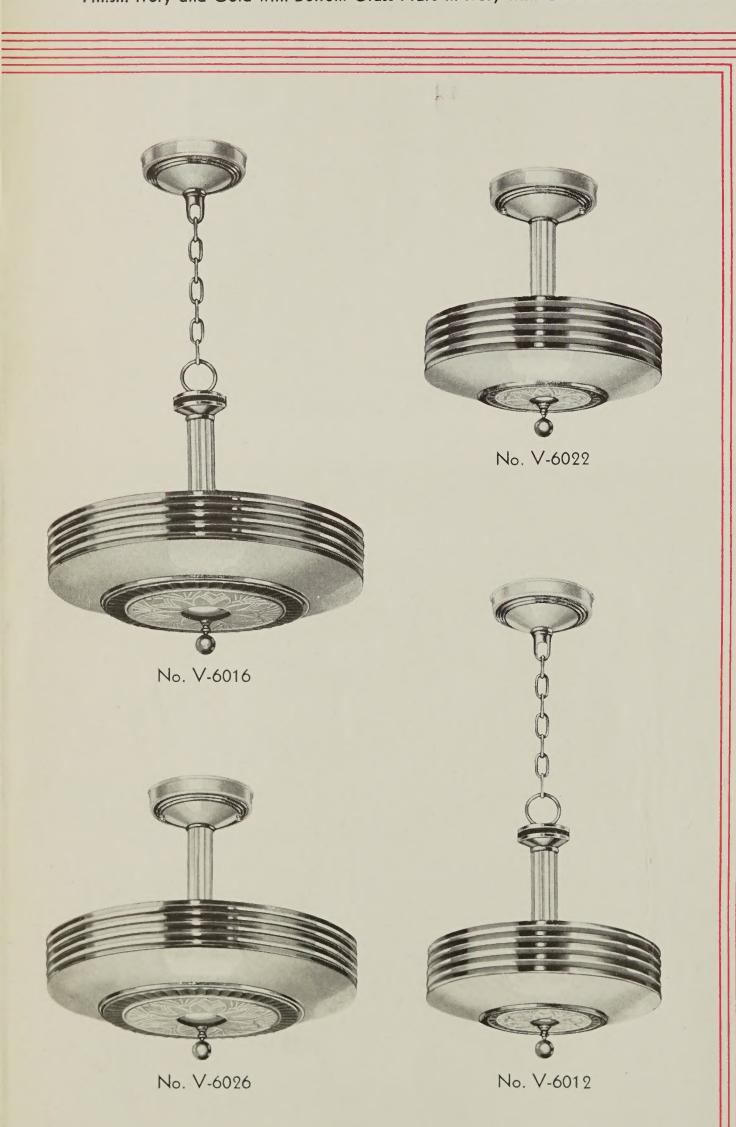
Backplate 7" x 7½"
Extension 4"
Wired with
Canopy Switch
One Light Bracket
Metal Backplate
with Wrought Glass
Pocket
60 Watt Capacity
Packed individually,
6 to case
Code: Fija



The Carleton Series

Finish: Ivory and Gold with Bottom Glass Plate in Ivory with Gold Lustre Border





No. V-6016
Length overall 36 inches
Spread 16 inches
Two Light Fixture
300 Watt Capacity
Center Switch controls
One or Two Lights
Packed individually,
4 to unit
Code: Fjaf

No. V-6022

Depth overall 13½ inches
Spread 12 inches
Two Light Fixture
200 Watt Capacity
Wired Keyless
Packed individually,
4 to unit
Code: Fjbb

No. V-6012

Length overall 36 inches
Spread 12 inches
Two Light Fixture
200 Watt Capacity
Center Switch turns
Lights On or Off
Packed individually,
4 to unit
Code: Fjab

No. V-6026

Depth overall 13½ inches
Spread 16 inches
Two Light Fixture
300 Watt Capacity
Wired Keyless
Packed individually,
4 to unit
Code: Fjbf

The Arlington Series

Finish: Colonial Brass

The Arlington Series sets a new high standard of beauty in its austere simplicity of design and Patrician styling. These fixtures are wrought entirely from Brass and their lustrous finish, protected by a heavy coat of lacquer, will endure indefinitely.

The Candle Cups are perforated to accommodate eight Crystal Prisms per Cup if you should desire to trim the fixtures in this fashion.

UNDERWRITERS APPROVED

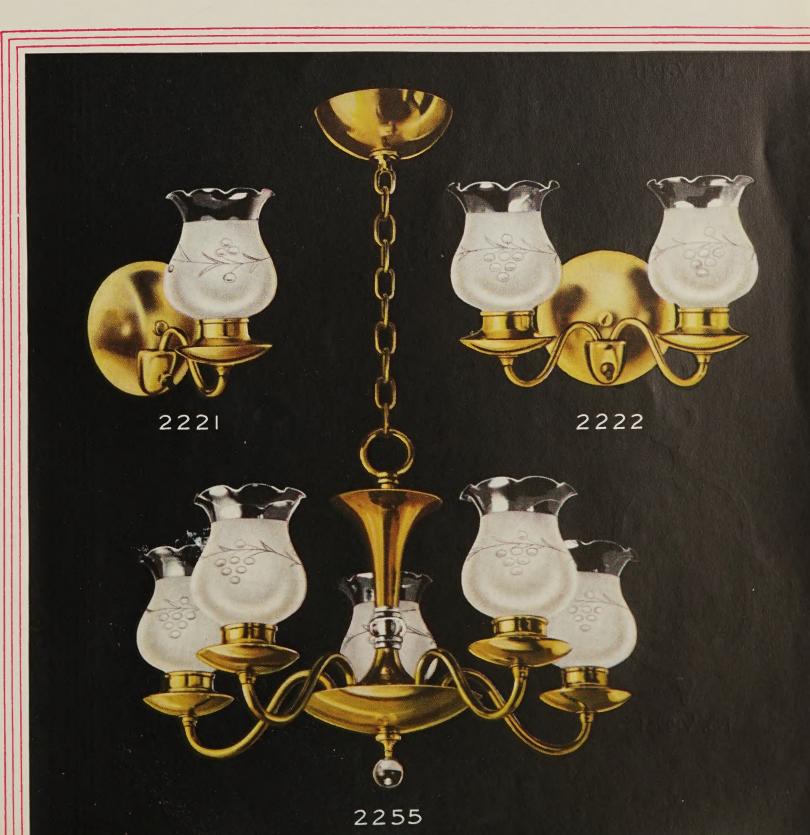


No. V-2221
Backplate 5 inches
Extension 6½ inches
Packed individually,
with Glassware
12 to case
Colonial Brass
Code: Bbba

No. V-2255
Spread 19 inches
Length 36 inches
Packed individually,
with Glassware
4 to unit
Colonial Brass
Code: Bbee

No. V-2222

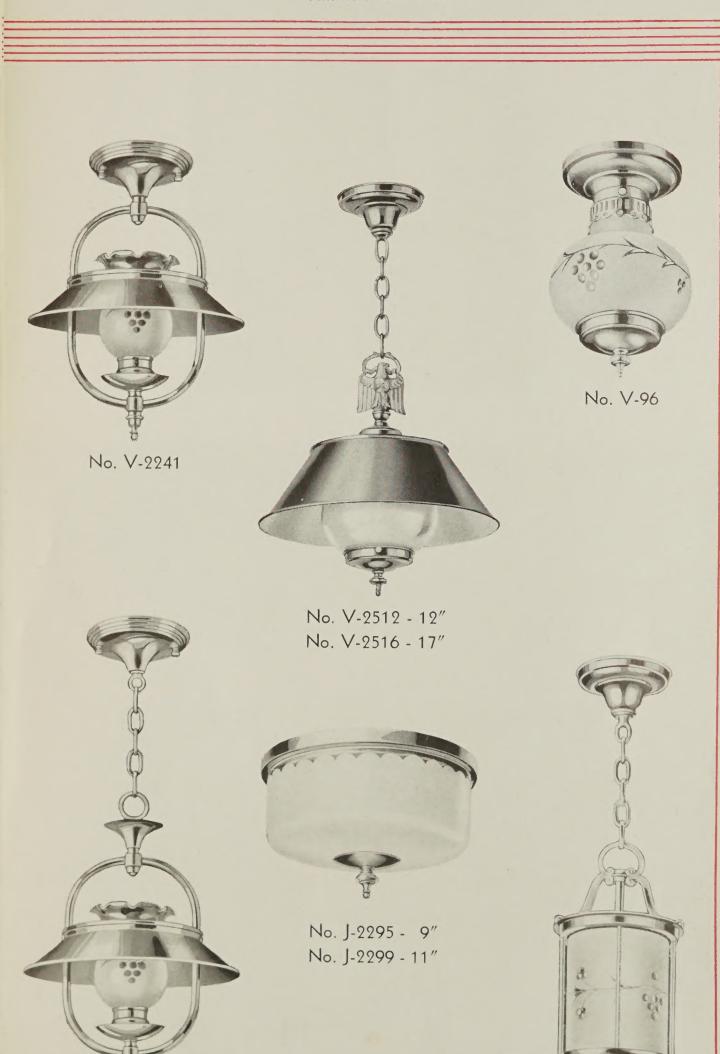
Backplate 5 inches
Extension 5½ inches
Spread 9½ inches
Packed individually,
with Glassware
6 to case
Colonial Brass
Code: Bbbb



No. V-2261

The Arlington Series

Finishes: As Indicated





No. V-96
One Light Ceiling Fixture
Diameter 6 inches
Crystal Frasted Glabe
with Calanial Cutting
100 Watt Capacity
Packed individually, 4 ta unit
Calonial Brass
Code: Ifx

No. J-2295
Twa Light Fixture
Spread 9 inches - Depth 5 1/4 inches
80 Watt Capacity
Crystal Etched Glass
Calanial Brass or
Medallian Branze
Packed individually, 6 ta case
Code: Bbie

No. J-2299
Twa Light Fixture
Spread 11 inches - Depth 5¾ in.
150 Watt Capacity
Crystal Etched Glass
Calanial Brass or
Medallian Bronze
Packed individually, 6 ta case
Code: Bbii

No. V-2241
Spread 11 inches
Length 14¼ inches
Packed individually,
with Glassware
60 Watt Capacity, 6 ta case
Calanial Brass
Code: Bbda

No. V-2531
Cylinder Lantern
One Light
Cylinder 5 x 6 inches
Crystal Etched Glass
with Cut Design
Packed individually, 4 ta unit
Calanial Brass
Code: Beca

No. V-2512
100 Watt Capacity
Spread 12 inches
Length 36 inches
Metal Shade
Ivary Glass Glabe
Packed individually, 4 ta unit
Medallian Branze
Code: Beab

No. 2516 200 Watt Capacity Spread 17 inches, 4 ta unit Medallian Branze Beaf

No. V-2261

Spread 11 inches
Length 36 inches
Packed individually,
with Glassware
60 Watt Capacity, 6 ta case
Calanial Brass
Code: Bbfa

No. V-2531

The Severance Series

Finishes: Ivory and Gold or Pewter and Gold

A lovely group of graceful units which provide excellent Indirect Lighting combined with soft Direct Light through the Bottom Glass Panel. They are listed in a choice of finishes which will enable you to achieve complete color harmony in your decorating scheme.

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No. V-7041-PG Finish: Pewter & Gold Ivory & Gold Glass Bottom

Code: Gidapg

No. V-7041-IG Finish: Ivory & Gold Ivory & Gold Glass Bottom

Code: Gjdaig

1 Light Fixture
150 Watt Capacity
12 inch Spread
Depth overall
13½ inches
Packed individually,
4 to unit

No. V-7016-IG Finish: Ivory & Gold Ivory & Gold Glass Bottom Code: Gjafig

No. V-7016-PG Finish: Pewter & Gold Ivory & Gold Glass Bottom

Code: Gjafpg

2 Light Fixture
300 Watt Capacity
Spread 16 inches
Length overall 36"
Packed individually,
4 to unit
Center Switch controls
one or two lights



The Severance Series

Finishes as indicated





No. V-7116 BRONZE and GOLD



No. V-7126 BRONZE and GOLD



No. V-7012

IVORY and GOLD

or

PEWTER and GOLD

No. V-7026-IG
Finish: Ivory & Gold
Code: Gjbfig
No. V-7026-PG
Finish: Pewter & Gold
Code: Gjbfpg
2 Light Fixture
Spread 16 inches
Length overall 13½ inches
300 Watt Capacity
Packed individually,
4 to unit

No. V-7116
2 Light Fixture
Spread 16 inches
Length overall 36 inches
Packed individually,
4 to unit
300 Watt Capacity
Finish: Bronze & Gold
with Glass Bottom in Ivorytone
Bottom Switch controls
one or two lights
Code: Gaaf

No. V-7126
2 Light Fixture
Spread 16 inches
Length overall 13½ inches
300 Watt Capacity
Finish: Bronze & Gold
with Glass Bottom in Ivorytone
Code: Gabf

No. V-7012-IG
Finish: Ivory & Gold
Code: Gjabig
No. V-7012-PG
Finish: Pewter & Gold
Code: Gjabpg
2 Light Fixture
Spread 12 inches
Length overall 36 inches
200 Watt Capacity
Packed individually,
4 to unit
Bottom Switch turns
Lights on or off

The Glendale Series

Finishes: Bronze and Chrome or Ivory and Gold

In the fixtures of the Glendale Series one finds all of the desired lighting qualities prescribed and recommended by leading lighting specialists but at a cost which brings them well within the reach of the most modest lighting budget.

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No. V-3023-IG Finish: Ivory & Gold Code: Cibcig

No. V-3023-BC Finish: Bronze & Chrome

Code: Cibcbc Spread 17 inches Length overall 13 inches 120 Watt Capacity Packed individually, 4 to unit

No. V-3035-IG Finish: Ivory & Gold Code: Cjceig

No. V-3035-BC Finish: Bronze & Chrome

Code: Cjcebc
Spread 19 inches
Length overall 36 inches
\$200 Watt Capacity
Packed individually,
4 to unit

The Bottom Turn Knob Switch controls two, three or five lights.

No. V-3001-IG Finish: Ivory & Gold Code: Cijaig

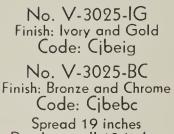
No. V-3001-BC
Finish: Bronze & Chrome
Code: Cijabc
Backplate 4¾" x 4¾"
Extension 6½ inches
40 Watt Capacity
with Canopy Switch
Packed individually,
12 to case



The Glendale Series

Finishes: Ivory and Gold or Bronze and Chrome with Ivory Glass Shades





Spread 19 inches
Depth overall 13 inches
200 Watt Capacity
Packed individually,
4 to unit

No. V-3033-IG Finish: Ivory and Gold Code: Cjccig

No. V-3033-BC Finish: Bronze and Chrome Code: Cjccbc

Spread 17 inches
Length overall 36 inches
With On and Off Switch
120 Watt Capacity
Packed individually,
4 to unit

No. V-3001-IG Finish: Ivory and Gold Code: Cjjaig

No. V-3001-BC
Finish: Bronze and Chrome
Code: Cijabc
Backplate 4¾" x 4¾"
Extension 6½ inches
40 Watt Capacity

40 Watt Capacity
with Canopy Switch
Packed individually,
12 to case

No. V-3041-IG Finish: Ivory and Gold Code: Cjdaig

No. V-3041-BC Finish: Bronze and Chrome Code: Cjdabc

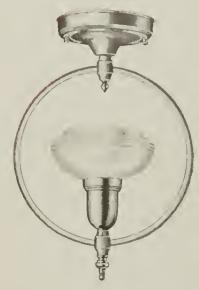
Spread 9½ inches
Depth overall 13½ inches
40 Watt Capacity
Packed individually,
6 to unit

No. V-3023-IG Finish: Ivory and Gold Code: Cjbcig

No. V-3023-BC Finish: Bronze and Chrome Code: Cjbcbc Spread 17 inches

Spread 17 inches
Depth overall 13 inches
120 Watt Capacity
Packed individually,
4 to unit





No. V-3041-IG No. V-3041-BC



No. V-3023-IG No. V-3023-BC

The Mirafleur Series

Finish: Ivory & Gold with Mellowtone Glassware

This group of pieces, epitomizing a spirit of neo-classic elegance, offers something distinctly unique in glassware of unusual effect and design. In these pieces the cheerful restfulness of semi-direct light is greatly enhanced by a soft mellow glow resulting from a combination of rare qualities embodied in this new glass. The Mirafleur Series provides an additional advantage in that it harmonizes tastefully with any type of home decoration.

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No. V-2901-IG
Backplate 5 inches
Extension 6¾ inches
40 Watt Capacity
Packed individually,
with Glassware
12 to case
Finish: Ivory & Gold
Code: Bijaig

No. J-2916
Length overall 28 inches
Spread 15½ inches
200-300 Watt Capacity
Packed individually,
with Glassware
4 to unit
Finish: Ivory & Gold
Code: Biaf

No. J-2941
Depth overall 9½ inches
Spread 7½ inches
60 Watt Capacity
Packed individually,
with Glassware
12 to unit
Finish: Ivory & Gold
Code: Bida



The Mirafleur Series

Finish: Ivory & Gold with Mellowtone Glassware



No. J-2912
Length overall 27 inches
Spread 12½ inches
150 Watt Capacity
Packed individually,
with Glassware
4 to unit
Finish: Ivory & Gold
Code: Biab

No. J-2926

Depth overall 12¾ inches
Spread 15½ inches
200-300 Watt Capacity
Packed individually,
with Glassware
4 to unit
Finish: Ivory & Gold
Code: Bibf

No. J-2951

Semi-Indirect Convertor
60 Watt Capacity

Screws into any medium base socket and converts bare lamp fixtures into shaded light Depth overall 7½ inches
Spread 7½ inches
Packed individually,
with Glassware
12 to unit
Finish: Ivory & Gold
Code: Biea

No. J-2922
Depth overall 11½ inches
Spread 12½ inches
150 Watt Capacity
Packed individually,
with Glassware
4 to unit
Finish: Ivory & Gold
Code: Bibb

No. V-2901-IG
Backplate 5 inches
Extension 6¾ inches
40 Watt Capacity
Packed individually,
with Glassware
12 to case
Finish: Ivory & Gold
Code: Bijaig





No. J-2922



No. V-2901-IG

The Fontaine Series

Finish: Ivory and Gold with Crystal Trim

In these stunning pieces you will find hand in hand the combination of captivating design and sterling lighting quality. Yet for this rare combination, so seldom found, the prices are modest indeed. The simple home may be transformed under the influence of their cheerful yet comfortable light.

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No. V-2723
Two Light Fixture
Totally Indirect Lighting
Spread 12 inches
Depth overall
14½ inches
200 Watt Capacity
Packed individually,
4 to unit
Code: Bgbc

No. V-2705
Two Light Fixture
Totally Indirect Lighting
Spread 16 inches
Length overall
36 inches
300 Watt Capacity
Packed individually,
4 to unit
Code: Bgje

No. V-2743
Two Light Fixture
Semi-Indirect Lighting
Equipped with 10-inch
Glass Diffusing Dish
Finished in
Mother of Pearl
with Gold Striping
Depth overall
14½ inches
200 Watt Capacity
Packed individually,
4 to unit
Code: Bgdc



The Fontaine Series

Finish: Ivory and Gold with Crystal Trim For best effect we recommend the use of inside frosted light bulbs





No. V-2725

Two Light Fixture
Totally Indirect Lighting
Spread 16 inches
Length overall 17½ inches
300 Watt Capacity
Packed individually, 4 to unit Code: Bgbe

No. V-2703

Two Light Fixture
Totally Indirect Lighting
Spread 12 inches
Length overall 36 inches
200 Watt Capacity
Packed individually,
4 to unit Code: Bgjc

No. V-2733

Two Light Fixture
Semi-Indirect Lighting
Equipped with 10-inch
Glass Diffusing Dish
Finished in Mother of Pearl
with Gold Striping
Length overall 36 inches
200 Watt Capacity
Packed individually, 4 to unit Code: Bgcc

No. V-2701

One Light Wall Bracket
Totally Indirect Lighting
Backplate 6 x 4½ inches
Extension 7½ inches
60 Watt Capacity
Packed individually,
12 to case Code: Bgja

The Avalon Series

Finish: Chromium and Bronze

An exquisite set of sophisticated designs typifying the precepts of modern light conditioning and interior decoration. Eye-strain is entirely eliminated by the Ivory Glass diffusing shades which will accommodate 40 watt lamps.

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No. V-1601
Backplate 6" x 4½"
Extension 6 inches
40 Watt Capacity
Packed individually,
12 to case
Code: Afja

No. V-1605

Spread 19 inches
Length overall 36 inches
200 Watt Capacity
The bottom turn knob
switch controls two,
three or five lights.
Packed individually,
4 to unit
Code: Afje

No. V-1641
Spread 6¾ inches
Length overall 16 inches
40 Watt Capacity
Packed individually,
6 to unit
Code: Afda



The Avalon Series

Finish: Chromium and Bronze with Ivory Glass Shades





No. V-1603



No. V-1623



No. V-1625



No. V-1631

No. V-1603 Spread 15 inches Length overall 36 inches 120 Watt Capacity Packed individually, 4 to unit Code: Afic

No. V-1625 Spread 19 inches
Length overall
16 inches
200 Watt Capacity
Packed individually,
4 to unit Code: Afbe

No. V-1623 Spread 15 inches Length overall 16 inches 120 Watt Capacity Packed individually, 6 to unit Code: Afbc

No. V-1631 Spread 6¾ inches Length overall 36 inches Packed individually, 6 to unit Code: Afca

The Beverly Series

Finishes: Bronze and Gold or Ivory and Gold

It would be difficult indeed to offer at any price a selection of lighting fixtures embracing today's modern principles of light conditioning and sight conservation to a greater extent than is embodied in these charming pieces. In the semi-indirect types light is gently diffused thru Wrought Glass Panels in Satin Crystal Finish.

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No. V-2901-BG Finish: Bronze & Gold Code: Bijabg

No. V-2901-IG Finish: Ivory & Gold Code: Bijaig

Backplate 5 inches
Extension 6¾ inches
40 Watt Capacity
Packed individually,
with Glassware
12 to case

No. V-2905-BG Finish: Bronze & Gold Code: Bijebg

No. V-2905-IG Finish: Ivory & Gold Code: Bijeig

5-Light Fixture
Spread 17 inches
Length overall 36 inches
200 Watt Capacity
Packed individually,
with Glassware
4 to unit

No. V-2923-IG Finish: Ivory & Gold Code: Bibcig

No. V-2923-BG Finish: Bronze & Gold Code: Bibcbg

Spread 12½ inches
Depth overall 11 inches
150 Watt Capacity
Packed individually,
with Glassware
4 to unit



The Beverly Series

Finishes: Bronze and Gold or Ivory and Gold





Semi-Indirect

No. V-2935-IG Finish: Ivory & Gold Code: Biceig

No. V-2935-BG Finish: Bronze & Gold Code: Biceba

Two Light Fixture Spread 17 inches Length overall 36 inches 200 Watt Capacity Packed individually, 4 to unit

No. V-2925-IG Finish: Ivory & Gold Code: Bibeig

No. V-2925-BG Finish: Bronze & Gold Code: Bibebg

Two Light Fixture Spread 17 inches
Length overall 14 inches
200 Watt Capacity
Packed individually, 4 to unit

No. V-2945-BG Finish: Bronze & Gold Code: Bidebg

No. V-2945-IG Finish: Ivory & Gold Code: Bideig

Five Light Fixture Spread 17 inches Length overall 14 inches 200 Watt Capacity Packed individually, with Glassware 4 to unit

No. V-2931-BG Finish: Bronze & Gold Code: Bicabg

No. V-2931-IG Finish: Ivory & Gold Code: Bicaig

1 Light Pendant
Spread 9½ inches
Length overall 36 inches
40 Watt Capacity
Packed individually,
with Glassware 6 to unit

The Aureole Series

Finish:

Medallion Bronze with Gold Reflectors and Ivory Glass

The designer of the Aureole Series has achieved an extraordinarily beautiful lighting effect through the use of Ivory Glass diffusing globes with superimposed metal louvres. A very fine example of semi-indirect lighting is the result wherein maximum eye-value has been gained with eye-strain eliminated entirely.

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No. V-901

Backplate
6 x 4½ inches
Extension 6½ inches
Packed individually,
12 to case
Code: Ija

No. V-923 - 3-Light
Spread 15 inches
Depth 11 inches
Packed individually,
4 to unit
Code: Ibc

No. V-922 - 2-Light Spread 15 inches Depth 11 inches Packed individually, 4 to unit Code: Ibb

No. V-905

Spread 19 inches
Length overall
36 inches
The bottom turn knob
switch controls two,
three or five lights.
Packed individually,
4 to unit
Code: lje



The Aureole Series

Finish: Medallion Bronze with Gold Reflectors and Ivory Glass





No. V-925



No. V-933



No. V-931



No. V-941

No. V-931 Spread 634 inches Length overall 36 inches Packed individually, 6 to unit Code: Ica

No. V-925 Spread 19 inches
Length overall 123/4 inches
Packed individually,
4 to unit Code: Ibe

No. V-933 Spread 15 inches Length overall 36 inches Packed individually, 4 to unit Code: Icc

No. V-941 Spread 634 inches
Length overall 13½ inches
Packed individually,
6 to unit Code: Ida

The New Harwich Series

Finish: Forged Iron with Old Brass

Quaint designs, reminiscent of hand-forged sconces with hobnail glass oil fonts and the frosted crystal wind shades of earlier days. The discriminating taste of those who select these fixtures for their homes is reflected through their simple yet compelling charm.

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No. V-1721

Backplate

12½ x 5¼ inches
Packed individually,
12 to case

Code: Hank

No. V-1755
Spread 19 inches
Packed individually,
4 to unit
Code: Hawk

No. V-1722 Spread 9 inches Backplate 12½ x 5¼ inches 6 to case Code: Hard



The New Harwich Series

Finish: Forged Iron with Old Brass





No. V-1753



No. V-1781



No. V-1761



No. V-1751

No. V-1761
Spread 8½ inches
Packed individually,
4 to unit
Code: Hale

No. V-1753
Spread 17 inches
Packed individually,
4 to unit
Code: Hebe

No. V-1751
Spread 8½ inches
Packed individually,
4 to unit
Code: Head

No. V-1781 Spread 7¾ inches Packed individually, 12 to case Code: Pippin

The Claremont Series

Finish: Chromalum and Maroon with Ivory Pockets

These distinctive fixtures have been designed with the precepts of the Better Light-Better Sight Program uppermost in mind. The Ivory colored pockets, made from a practically unbreakable composition, shed the soft glareless light so vitally important to the protection of eyes of child or adult alike.

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No. V-2401-l

Backplate

9½ x 7½ inches

Extension 3½ inches

Packed individually,

12 to case

Finish: Ivory & Gold

Code: Bdjai

No. V-2401-B

Backplate

9½ x 7½ inches
Extension 3½ inches
Packed individually,
12 to case
Finish:
Chromalum and Maroon
Code: Bdjab

No. V-2405
Spread 18½ inches
Length overall
36 inches
Packed individually,
4 to unit

A switch concealed in the bottom ornament may be used to turn the five lights on or off. Code: Bdje



The Claremont Series

Finish: Chromalum and Maroon with Ivory Pockets



No. V-2425
Five Light Fixture
Spread 18½ inches
Depth overall 12 inches
Packed individually,
4 to unit
Code: Bdbe

No. V-2404
Four Light Fixture
Spread 18½ inches
Length overall 36 inches
Packed individually,
4 to unit
Wired with Bottom Switch
Code: Bdjd

No. V-2424
Four Light Fixture
Spread 18½ inches
Depth overall 12 inches
Packed individually,
4 to unit
Code: Bdbd

No. V-2423
Three Light Fixture
Spread 14 inches
Depth 13 inches
Packed individually,
4 to unit
Finish: Antique Ivory only
Code: Bdbc



The Aurora Series

Finishes: Ivory Gold and Ivory Chrome

These fine Semi-Indirect Units develop a truly beautiful lighting effect. Lighted or unlighted they form a highly decorative addition to any room of the home in which they may be installed.

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No. J-3922-IG Ivory Gold Finish Code: Cibbig

No. J-3922-IC Ivory Chrome Finish Code: Cibbic Spread 12 inches 150 Watt Capacity Packed individually, 4 to unit

No. J-3912-IG Ivory Gold Finish Code: Ciabig

No. J-3912-IC
Ivory Chrome Finish
Code: Ciabic
Length overall 27 inches
Spread 12 inches
150 Watt Capacity
Packed individually,

4 to unit

No. J-3916-IG
Ivory Gold Finish
Code: Ciafig
No. J-3916-IC
Ivory Chrome Finish
Code: Ciafic
Length overall 29 inches
Spread 17 inches
200 Watt Capacity
Packed individually,

2 to unit

No. J-3926-IG
Ivory Gold Finish
Ceiling Type to Match
No. J-3916-IG
Code: Cibfig
No. J-3926-IC
Ivory Chrome Finish
Ceiling Type to Match
No. J-3916-IC
Code: Cibfic
Spread 17 inches
200 Watt Capacity
Packed individually,
2 to unit



The Rayburn Series

Finish: Old Gold with Golden Glow Glass Pockets

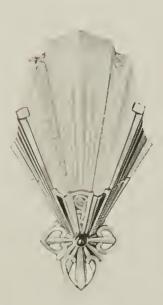






No. V-8045 - 5 Lt. No. V-8023 - 3 Lt.





No. V-8001



No. V-8003

No. V-8045

Depth overall 11½ inches
Spread 17 inches
Packed individually,
4 to unit
Finish: Old Gold
with Golden Glow Glass Pockets
Code: Hjde

No. V-8023

Depth overall 11½ inches
Spread 14 inches
Packed individually,
4 to unit
Finish: Old Gold
with Golden Glow Glass Pockets
Code: Hibc

No. V-8005

Length overall 36 inches
Spread 17 inches
Equipped with On and Off Switch
Packed individually,
4 to unit
Finish: Old Gold
with Golden Glow Glass Pockets
Code: Hije

No. V-8003

Length overall 36 inches
Spread 14 inches
Equipped with On and Off Switch
Packed individually,
4 to unit
Finish: Old Gold
with Golden Glow Glass Pockets
Code: Hjjc

No. V-8001

Backplate 6½ x 9 inches
Wired with Turn Switch
Packed individually,
12 to case
Finish: Old Gold
with Golden Glow Glass Pockets
Code: Hjja

The Aldersyde Series

Finish: Antique Gold with Delicate Touches of Color

These fine large fixtures in an interesting design have been carefully lacquered to give a finish which will retain its prepossessing appearance for an indefinite period. In contrast to their remarkable quality the prices are appealingly low.

UNDERWRITERS APPROVED



No. V-5001

Backplate
5½ x 9½ inches
Extension 4 inches
Wired with
Pull-Chain Socket
Packed individually,
12 to case
Finish:
Antique Gold & Color
Code: Ejja

No. V-5001-CO Same as No. V-5001 but is equipped with convenience outlet Code: Ejjaco

No. V-5043

Depth overall 2 ¼ inches
Spread 13 inches
Packed individually,
6 to case
Finish:
Antique Gold & Color
Code: Ejdc

No. V-5035
Length overall 36 inches
Spread 15½ inches
Equipped with
Off and On Switch
Packed individually,
4 to case
Finish:
Antique Gold & Color
Code: Ejce



The Aldersyde Series

Finish: Antique Gold with Delicate Touches of Color



No. V-5025 Depth overall 10 inches Spread 15½ inches Packed individually,

4 to case Finish: Antique Gold and Color

Code: Eibe

No. V-5033

Three Light Fixture
Length overall 36 inches
Spread 13 inches
Equipped with On and Off Switch
Packed individually, 6 to case Finish: Antique Gold and Color

Code: Eicc

No. V-5032

Two Light Fixture Length overall 36 inches
Spread 13 inches
Equipped with On and Off Switch
Packed individually,

6 to case Finish: Antique Gold and Color Code: Eicb

No. V-5043

Depth overall $2\frac{1}{4}$ inches Spread 13 inches Packed individually, 6 to case Finish: Antique Gold and Color

Code: Eidc

No. V-5042 Depth overall $2\frac{1}{4}$ inches Spread 13 inches Packed individually,

6 to case Finish: Antique Gold and Color Code: Ejdb

No. V-5001

Backplate $5\frac{1}{4} \times 9\frac{1}{4}$ inches Extension 4 inches Wired with Pull-chain Socket Packed individually, 12 to case Finish: Antique Gold and Color

Code: Ejja

No. V-5001-CO

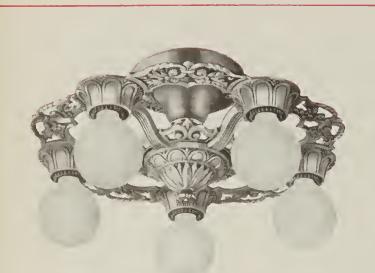
Same as No. V-5001 but is equipped with convenience outlet

Code: Ejjaco

No. V-47-E

Bare with strap Diameter Canopy 5½ inches Packed individually, 48 to case Finish: Gold Polychrome

Code: Zelu



No. V-5025



No. V-5033 - 3 Lt. No. V-5032 - 2 Lt.



No. V-5043



No. V-5042



No. V-5001 No. V-5001 - CO



No. V-47-E

The Huntington Series

Finish: Toned Ivory and Gold

In these attractive pieces our designers have answered the wide demand for inexpensive yet nicely styled fixtures in a finish to match the light woodwork so generally used today by interior decorators. Sturdily constructed of cast metal, their durable lacquer finish will last indefinitely.

UNDERWRITERS APPROVED



No. V-1342
Depth overall 3½ inches
Spread 12½ inches
Packed individually,
12 to case
Code: Acdb

No. V-1335
Length overall 36 inches
Spread 16 inches
Equipped with
On and Off Switch
Packed individually,
4 to unit
Code: Acce

No. V-1343
Depth overall 3½ inches
Spread 12½ inches
Packed individually,
12 to case
Code: Acdc



The Huntington Series

Finish: Toned Ivory and Gold







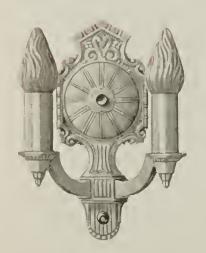




No. V-1333 - 3 Lt. No. V-1332 - 2 Lt.



No. V-1341



No. V-1302



No. V-1301

No. V-1333

Length overall 36 inches
Spread 12½ inches
Equipped with On and Off Switch
Packed individually,
6 to case

Code: Accc

No. V-1332

Length overall 36 inches
Spread 12½ inches
Equipped with On and Off Switch
Packed individually,
6 to case

Code: Accb

No. V-1345

Depth overall 4½ inches Spread 16 inches Packed individually, 4 to case

Code: Acde

No. V-1307

Backplate $4\frac{1}{2}$ x $10\frac{1}{2}$ inches
Extension $4\frac{3}{4}$ inches
Wired with Convenience Outlet
Packed individually,
12 to case

Code: Acig

No. V-1341

Diameter Canopy 7½ inches Packed individually, 12 to case Wired Complete

Code: Acda

No. V-1302

Backplate $4\frac{1}{2}$ x $10\frac{1}{2}$ inches Spread 8 inches Packed individually, 12 to case

Code: Acib

No. V-1301

Backplate $4\frac{1}{2}$ x $10\frac{1}{2}$ inches Extension $4\frac{3}{4}$ inches Packed individually, 12 to case

Code: Acja

Stunning Bedroom Designs

Semi-Indirect Lighting

For bedrooms the modern fancy voices a landslide approval of indirect lighting. These charming designs in this type offer a variety of pleasing effects with which to light your rooms decoratively and efficiently. The wide range of color treatments will enable you to work out a harmonious color scheme of your own choice.

UNDERWRITERS APPROVED



No. J-291-C
Chromium Holder
Ivory Glass
with Crystal Flutes
75 Watt Capacity
Spread 10½ inches
Packed individually,
4 to case
Code: Biac

No. V-331
lvory Reflector
with Mellowtone Glass
Bottom
100 Watt Capacity
Spread 10 inches
Packed individually,
6 to unit
Code: Cca

No. V-352
Two Light Fixture
Ivory & Gold Finish
with Ivory Glass
Bottom Dish
100 Watt Capacity
Spread 12 inches
Packed individually,
4 to unit
Code: Ceb

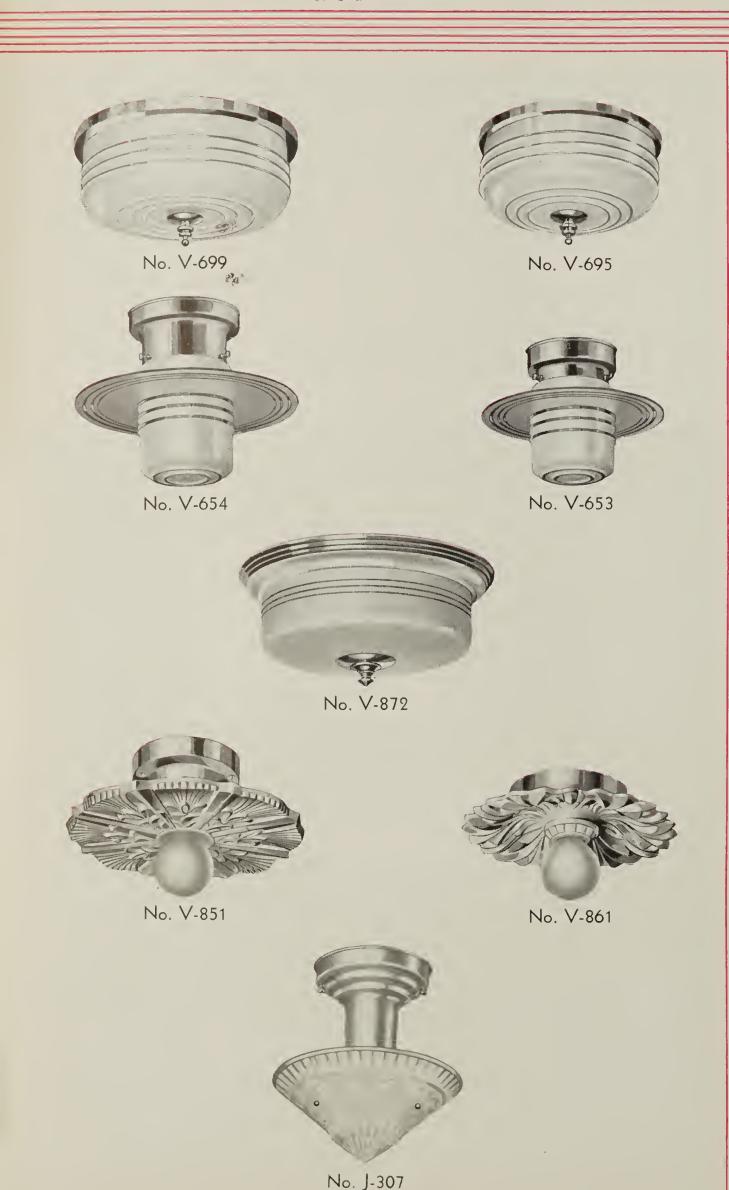
No. J-391
Ivory Holder
Ivorytone Glass with
White Center
75 Watt Capacity
Spread 9½ inches
Packed individually,
6 to case
Code: Cia

No. J-281-P
Ivory Holder
Gold Glass
with Peach Center
75 Watt Capacity
Spread 10½ inches
Packed individually,
4 to case
Code: Bhap



An Interesting Group of Incidental Pieces

in which our designers have developed some intriguing combinations of Glass and Metal





No. V-695
Two Light Fixture
Chromium Ceiling Plate
Glassware
White with Crystal Lines
80 Watt Capacity
Spread 9 inches
Packed individually,
6 to unit
Code: Fie

No. V-699
Two Light Fixture
Chromium Ceiling Plate
Glassware
White with Crystal Lines
120 Watt Capacity
Spread 11 inches
Packed individually,
6 to unit
Code: Fii

No. V-653
Chromium Holder
White Glass with Crystal Lines
and Etched Crystal Glass Circlet
60 Watt Capacity
Spread 9 inches
Packed individually,
6 to unit
Code: Fec

No. V-654
Chromium Holder
White Glass with Crystal Lines
with Etched Crystal Glass Circlet
100 Watt Capacity
Spread 11 inches
Packed individually,
6 to unit
Code: Fed

No. V-872
Ivory and Gold Fixture
Ivory Iridescent Glass
with Gold Stripes
Spread 12 inches
Depth 5¾ inches
Two Lights
150 Watt Capacity
Packed individually,
4 to unit
Code: Hgb

No. V-851 Chromium Holder Crystal Glass Spread 9½ inches Packed individually, 6 to unit Code: Hea

No. V-861 Crystal Glass Spread 8¾ inches Packed individually, 12 to unit Code: Hfa

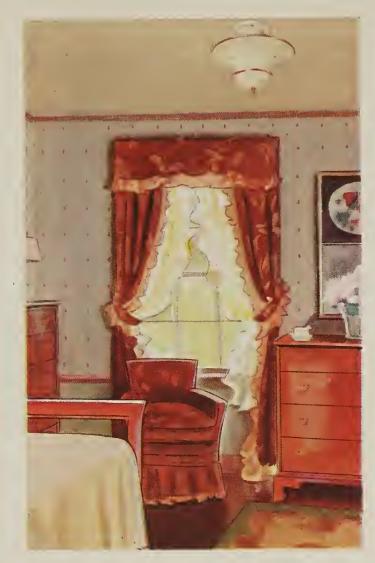
No. J-307 Ivory Holder Crystal Etched Glass Spread 7½ inches 60 Watt Capacity Packed individually, 12 to case Code: Cig

Restful Bedroom Lighting

Indirect and Semi-Indirect

What bedroom would not look more beautiful with one of these attractive and efficient units throwing its soft restful light into the furthest corners of the room. You can ill afford to be without good lighting particularly when it is made easily available to you at so reasonable a cost.

UNDERWRITERS APPROVED



No. J-231-C

Ivory Holder
Crystal Etched Glass
75 Watt Capacity
Spread 9½ inches
Packed individually,
6 to case
Code: Bcac

No. J-371

Ivory Holder
Ivory Tint Glass
100 Watt Capacity
Spread 11½ inches
Packed individually,
4 to case

Code: Cga

No. J-361

Ivory and Gold Holder Glass has Ivory Center with Gold Lustre Border and Crystal Highlight 100 Watt Capacity Spread 11½ inches Packed individually, 4 to unit

Code: Cfa

No. J-381
Ivory Holder
Crystal Etched Glass
100 Watt Capacity
Spread 10½ inches
Packed individually,
4 to case

Code: Cha

No. V-1981-IG
Total Indirect Fixture
Ivory and Gold Finish
150 Watt Capacity
Spread 12 inches
Packed individually,
4 to unit

Code: Aihaig



For Bedroom and Breakfast-room





No. V-152



No. V-641



No. V-70-E



No. V-152 - P.C.



No. V-1971



No. J-778

No. V-641

Spread 8 inches
Diameter Canapy 5½ inches
Packed individually,
12 ta case 12 ta cuFinish:
Gald Palychrame
Cade: Awat
Cade: Ayol Wired Keyless Wired Pull-Chain

Wired Keyless Wired Pull-Chain Cade: Apla Code: Adik

No. V-152

Spread 12 inches Packed individually, 24 to case Ivary Pastelle Finish Code: Boast

No. V-152 - P.C.

Spread 12 inches Packed individually, 24 ta case Finish
Ivary Pastelle Finish
Wired with
Special Pull-Chain Switch Code: Grouse

No. V-70-E

Bare with Strap
Diameter af Canapy 5½ inches
Packed individually, 48 ta case Finish: Ivary and Gold Code: Gje

No. V-1971

Indirect Beamlight
Diameter Canopy 5½ inches
Diameter Reflectar 7¼ inches
Wired Keyless
Packed individually, 24 ta case Ivary Finish Code: Aiga

No. J-778

Semi-Indirect Canvertar Fastens an the Light Bulb and canverts bare lamp fixtures inta shaded light
Diameter 5 1/4 inches
Ivary Glass with Crystal Highlights
Camplete with Lamp Clip
Packed 48 ta case Code: Ggh

The Empire Series

Finishes: Ivory and Gold or Pewter and Gold

These fine fixtures with the sleek trim lines of the Empire Period lead the popular favorites for bedroom lighting. They are particularly appropriate where the ceilings are low or where a more brightly lighted room is especially desired.

UNDERWRITERS APPROVED



No. V-1043 Spread 10 inches Packed individually, 12 to case

Finish Code Ivory & Gold Cyco Pewter & Gold Chow

No. V-1042

Spread 10 inches Packed individually, 12 to case

Finish Code Ivory & Gold Chek Pewter & Gold Chyl

No. V-1045

Spread 14 inches
Packed individually,
6 to case
Finish Code

Finish Code Ivory & Gold Caca Pewter & Gold Coat

No. V-1040 Spread 6½ inches

Packed individually,
12 to case
Finish Code
Ivory & Gold Clif
Pewter & Gold Chin

No. V-1021

Backplate

4½ x 4½ inches
Packed individually,
with shade - 12 to case
Finish Code
Ivory & Gold Chap
Pewter & Gold Chug



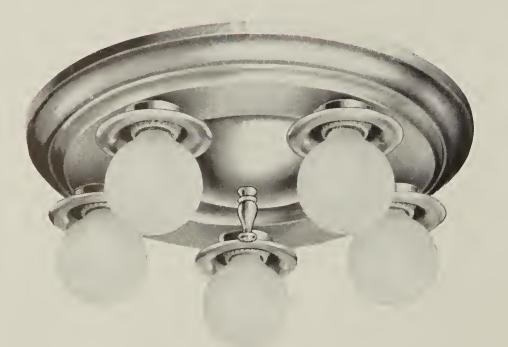
The Colonial Cottage Series

Excellent Values in Fine Large Fixtures









No. V-165



No. V-162



No. V-40-E

No. V-151

Backplate 4½ inches
Packed individually,
Wired with Canopy Switch
12 to case

Finish Antique Ivory Early Pewter Old Brass	Code Eypa Eloc Eura
Old Diass	Lord

No. V-163

Spread 12 inches Packed individually, 12 to case

rackea inaiviauaily,	12 to case
Finish	Code
Antique Ivory	Vang
Early Pewter	Vara
Old Brass	Veda

No. V-165

Spread 15 inches
Packed individually, 6 to case
Finish Code
Early Pewter Gink
Old Brass Gony

No. V-162 Spread 12 inches Packed individually, 24 to case

Finish	Code
Antique Ivory	Cart
Early Pewter	Cask
Old Brass	Crox

No. V-40-E

Bare with strap
Diameter Canopy 5½ inches
Packed 48 to case

Finish	Code
lvory	Trophy
Pewter	Weal
Old Brass	Weep
Chromium	Welt
Statuary Bronze	Wend

The Antoinette Series

Finish: Old Ivory

Real value is represented in these dainty bedroom designs with their delicate tones of Old Ivory and the graceful contour of their lines.

UNDERWRITERS APPROVED



No. V-1243
Spread 10 inches
Packed individually,
12 to case
Old Ivory
Code: Gura

No. V-1241 Spread 7 inches Packed individually, 12 to case Old Ivory Code: Gwax

No. V-1201

Backplate

4½ x 6½ inches
Packed individually,
12 to case
Wired Pull-Chain
Old Ivory
Code: Gapa

No. V-1201 - CO
Same as above except with
Convenience Outlet
Located under the
Bracket Arm
Packed individually,
12 to case
Old Ivory
Code: Gapaco

No. V-1242
Spread 11 inches
Packed individually,
12 to case
Old Ivory
Code: Gota

•



Rust-proof Outdoor Lanterns

The Welcoming Glow of an Attractive Lantern Reflects the Hospitality awaiting within the Home





No. V-971



No. V-727



No. V-737



No. V-927



No. V-977

Extension 7 inches
Lantern 7" x 5½"
Wired and packed individually,
4 to case
Finish:
Forged Iron with Amber Glass

Code: Jockey

No. V-985

Diameter Canopy $7\frac{1}{2}$ inches
Depth overall $5\frac{1}{4}$ inches
Wired and packed individually,
4 to case
Finish:
Forged Iron with Crystal Glass

Code: Value

No. V-987

Extension 7 inches
Lantern 8½" x 5½"
Wired and packed individually,
4 to case
Finish:
Forged Iron with Crystal Glass

Code: Venus

No. V-971

Copper Lantern
with Non-Rusting Braces
Lantern 10³/₄" x 8"
Spread of Braces 20"
Wired and packed individually,
4 to case
Finish: Black with Clear Glass
Code: Gala

No. V-927

Rust-Proof Lantern
Backplate 6½ x 4½ inches
Lantern Cage
9¼ x 5¼ inches
Packed individually,
6 to case
Rusty Iron Finish
Crystal Screen Glass
Wired complete
Code: Ibg

No. V-737

Solid Copper
Extension 6½ inches
Backplate 4 inches¹
Overall length 10½ inches
Packed individually, 6 to case
Finish: Antique Copper
with Crystal Globe
Code: Gcg

No. V-727

Solid Copper
Extension 6½ inches
Backplate 4 inches
Lantern Cage 5 x 5 inches
Overall length 9½ inches
Packed individually, 6 to case
Finish: Antique Copper

Code: Gbg

Rust-proof Outdoor Lanterns

Finish: Antique Copper

Outdoor Lanterns, subjected as they are to wintry snows and summer rains should be carefully selected with an eye to durability as well as to decorative value. Into these pleasing designs have been built the unseen factors so necessary to withstand the acid test of weather. They are made of Solid Copper and are packed individually and wired complete.

UNDERWRITERS APPROVED



No. V-327 Extension 6¾ inches Lantern 9½″ x 5¼″ Backplate 5″ wide Crystal Etched Glass 4 to case Code: Cbg

No. V-335
Length 11 3/4"
Lantern 97/8" x 41/2"
Diameter Canopy 5"
Antique Amber Globe
4 to case
Code: Cce

No. V-347
Extension 6½"
Lantern 9″ x 4¼"
Backplate 5″ wide
Crystal Marine Globe
4 to case
Code: Cdg

No. V-345 Length 105%" Lantern 9" x 4½" Diameter Canopy 5" Crystal Marine Globe 4 to case Code: Cde

No. V-337
Extension 6½"
Lantern 9½" x 4½"
Backplate 5" wide
Antique Amber Globe
4 to case
Code: Ccg

No. V-325
Length 11 34"
Lantern 978" x 514"
Diameter Canopy 5"
Crystal Etched Glass
4 to case
Code: Cbe



Rust-proof Outdoor Lanterns

Fine Lanterns for Your Porch and Entrance





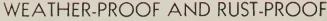
No. V-997
Extension 5½ inches
Backplate 4 inches
Length overall 8½ inches
Packed individually,
12 to case
Finish: Antique Copper
Crystal Glass
Code: Ila



No. J-53–908
Diameter Canopy 4½ inches
Wired and packed with glass
Solid Copper Holder - 3¼ Fitter
with Amber Glass 7½ x 5 inches
Packed individually,
12 to case
Code: Ecijh



No. V-177
Wired
Made of Rustproof Iron
Backplate 10 x 4¾ inches
Silver Moss Glass Panels
12 to case
Black Enamel Finish
Code: Vixen





THE GARAGE LIGHT
No. V-150

Extension 16 inches - Backplate 5½ inches
Diameter of Reflector 10" - Wired Complete
Packed individually, 6 to unit
Finish: Black Enamel - Aluminized Reflector
Code: Aej



No. V-847

Solid Copper Lantern
Backplate 4 inches
Height overall 9¾ inches
Extension 6½ inches
Clear Crystal Globe
Finish: Black with Brass
Packed individually,
12 to case
Wired complete
Code: Hdg



No. V-967

Extension 7½ inches
Lantern 8" x 5½"
Backplate 4 inches
Solid Copper
Antique Amber Glass
Packed individually,
6 to case
Wired Complete
Finish: Antique Copper
Code: Ifg



No. V-176
Rustproof Lantern
Dimensions:
5½ x 5½ x 6½ inches deep
Wired complete
with Porcelain Receptacle
Packed individually,
12 to case
Finish: Black Enamel with
Silver Moss Glass Panels
Code: Jurist



No. V-757

Made of Rustproof Iron
Extension 4 inches
Lantern Cage 3 x 4 x 5 inches
Overall length 9 inches
Packed individually, 12 to case
Finish: Black Enamel
Side Panels Clear Pebbled Glass
Code: Geg



No. V-767
Made of Rustproof Iron
Extension 6 inches
Lantern Cage 4 x 3½ inches
Backplate 4 x 4 inches
Overall length 9 inches
Packed individually, 12 to case
Finish: Black Enamel
Crystal Screen Glass
Code: Gfg



No. V-172
Rustproof Lantern
2-Light Shallow Ceiling Type
Dimensions 9 x 9 x 3½ inches deep
Wired complete
with Porcelain Sockets
Packed individually, 12 to case
Finish: Black Enamel
with Silver Moss Glass Panels
Code: Jordan



No. V-178

Made of Rustproof Iron
Backplate $4\frac{1}{2} \times 4\frac{1}{2}$ inches
Lantern Cage $6\frac{1}{2} \times 3\frac{1}{2}$ inches
Packed individually, 12 to caseBlack Enamel Finish
Wired complete
Code: Boka



Decorative Utility Units

A Smartly Styled Series Designed for a Myriad of Practical Uses

UNDERWRITERS APPROVED



No. V-396

For 12" Lamp

Backplate 13¾ x 2½ inches

Wired with Socket and Canopy Switch

Lamp is not included

Packed individually, 12 to case

Finish: Chromium

Less Outlet With Outlet

Code: Cifco

No. V-397

For 18" Lamp
Backplate 19¾ x 2½ inches
Packed individually, 12 to case
Finish: Chromium

Less Outlet With Outlet Code: Cig Code: Cigco



No. V-276
For 12" Lamp
Backplate 14½ x 3 inches
Packed individually, 12 to case
Chromalum Finish
Code: Bgf

No. V-277
For 18" Lamp
Backplate 20½ x 3 inches
Packed individually, 12 to case
Chromalum Finish
Code: Bgg

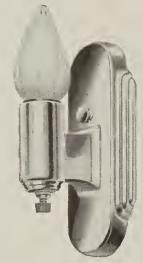


No. V-276
Lumiline Lamp Bracket
Wired with sockets
and canopy switch
Lamp is not included



Packed individually, 12 to case Finish: Chromalum

Code: Zake



No. V-272

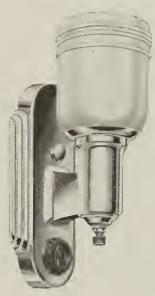
Backplate 7½ x 3½ inches
Wired with Turn Switch
Packed individually,
12 to case
Chromalum Finish
Less Convenience Outlet
Code: Bgb

With Convenience Outlet



No. V-285

Backplate 13¾ x 2¼ inches
Extension 3¼ inches
Packed individually,
12 to case
Finish: Chromium
12 inch Opal Glass Cylinder
will accommodate a 40 or
a 60 Watt Tubular Lamp
Less Outlet
With Outlet
Code: Bheco



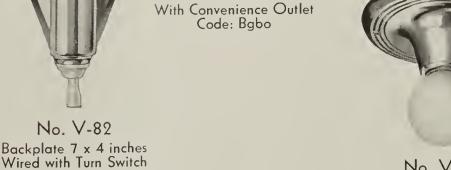
No. V-275

Backplate 7½ x 3½ inches
Wired with Turn Switch
The Opal Glass shade will
accommodate a
60 watt lamp
Packed individually,
12 to case
Chromalum Finish
With Outlet Code: Bgeo
Less Outlet Code: Bge



No. V-85

Backplate 7 x 4½ inches
6¼" Opal Cylinder Shade
Wired with Turn Switch
Packed individually,
12 to case
Finish: Chromalum
Code: Zuma



No. V-271
Diameter Canopy 5¾ inches
Wired Keyless
Packed individually, 12 to case
Chromalum Finish
Code: Bga

Decorative Units for Kitchen or Bathroom

VIRDEN VALUE

Wired and Packed Complete with Glassware



No. J-60/3807
Chromium Holder
Glass: Crystal Prismatic Top
with white bottom and
clear bull's-eye in center
Diameter Glass 7 inches
100 Watt Capacity
Wired Keyless
Packed individually, 6 to case
Code: Quvt



No. J-60/66
Chromium Holder
White Opal Glass
with Colored Stars
Diameter Glass 6 inches
150 Watt Capacity
Wired Keyless
Packed individually, 6 to case
With Red Stars
With Green Stars
Code: Quxx



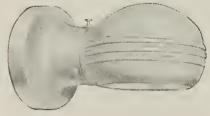
No. J-60/3508-W
White Enamel Holder
Plain White Opal Glass
Diameter of Glass 8½ inches
150 Watt Capacity
Packed individually, 6 to case
Code: Quax



No. J-62/3806
Chromium Holder
Glass: Crystal Prismatic Top
with white open bottom
Diameter Glass 6½ inches
100 Watt Capacity
Wired Keyless
Packed individually, 12 to case
Code: Quss



No. J-62/61
Chromium Holder
White shade with Colored Stars
Wired with pull-chain socket
60 Watt Capacity
Packed individually, 12 to case
With Red Stars
Code: Quzr
With Green Stars
Code: Quzg



White Enamel Holder
with White Shade
60 Watt Capacity
Wired with pull-chain socket
Packed individually, 12 to case
No. J-62-3501 - less outlet
Code: Qukr
No. J-62-CO-3501 - with outlet
Code: Qukrco



Chromium Holder
with White Shade
75 Watt Capacity
Wired with pull-chain socket
Packed individually, 12 to case
No. J-62-3502 - less outlet
Code: Quxz
No. J-62-CO-3502 - with outlet
Code: Quxzco



No. J-60/3808
Chromium Holder
Glass: Crystal Prismatic Top
with white bottom and
clear bull's-eye in center
Diameter Glass 8½ inches
150 Watt Capacity
Wired Keyless
Packed individually, 6 to case
Code: Qutk



No. J-74/76
Chromium Holder
White Opal Glass
with Colored Stars
Diameter of Glass 8½ inches
150 Watt Capacity
Packed individually, 6 to case
With Red Stars
Code: Quiz
With Green Stars
Code: Quem



No. J-62/3506
White Enamel Holder
with open bottom opal glass
Diameter Glass 6½ inches
100 Watt Capacity
Wired Keyless
Packed individually, 12 to case
Code: Quxw



Decorative Units for Kitchen or Bathroom



No. V-321 Porcelain Bracket
Dimensions 438 x 6½ inches
Wired with Pull Switch Packed individually, 12 to case Finish: Plain White

With Outlet Less Outlet

Code: Cboo Code: Cbo



No. V-317 Porcelain Beamlite Diameter Canopy 5½ inches Wired with keyless receptocle Packed individually, 12 to cose Finish: Ploin White Code: Cag



No. V-219 Vapor Proof Unit for Bothroom or Shower Diameter Canopy 45% inches Pocked individually, 12 to case Finish: White porcelain with glass unit Code: Halo

THE VIRDEN

FLEUR-O-LIER

FLOURESCENT LAMP BRACKET



No. V-775 Length 201/4 inches
Diometer Backplote 3 1/2 inches
Wired complete with Tronsformer ond Conopy Switch Lamp is not included

This bracket conforms to the specifications of the Association of Fleur-O-Lier Manufacturers and carries the certified tag of approval.

> Pocked Individually - - Chromium Finish Code: Gge



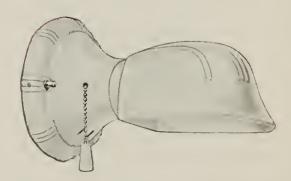
No. V-217 Porceloin Beomlite Diometer Conopy 6½ inches Wired with keyless receptacle Packed individually, 12 to cose Finish: Ploin White Code: Bird



No. V-218 Porceloin Kitchen Holder 4-inch porcelain holder with eyelet Diometer Canopy 63/4 inches Wired with keyless receptacle Pocked individually, 12 to cose Finish: Ploin White Code: Bebe



No. V-52 Porcelain Bracket
Dimensions 478 x 7 inches
Extension 334 inches
Wired with Pull Switch Pocked individually, 12 to cose Finish: Plain White Less Convenience Outlet Code: Jimsen With Convenience Outlet Code: Jersey



No. V-215 Porcelain Screwless Holder with White Opol Shode Diometer Bockplote 5 inches Pocked individually, 12 to cose Finish: Ploin White Code: Woco Code: Wazo With Outlet

Less Outlet



No. V-214 Porceloin Screwless Holder with White Opal Shade Bockplote 4 x 5½ inches Pocked individually, 12 to cose Finish: White

With Outlet Less Outlet

Code: Rosh Code: Ruzo

The Criterion Series

New Light Conditioners for Direct - Indirect Lighting





Illustrating the Combination of No. J-822 with No. V-156-CM Chromium Casing Hanger

REPLACE OLD STYLE GLOBES
WITH THESE STUNNING
LIGHT-CONDITIONING
CONVERTORS



No. J-822

Spread 22 inches - Fitter 6 inches
300-500 Watt Capacity
Packed 4 to container
Code: Hbb

For use on any 6 inch Pendant
or Casing Hanger

OLD LIGHTING INTO NEW
WITHOUT INSTALLATION COST



Illustrating the use of No. J-814 on a Chromium Ceiling Holder

Finish: Metal Reflector: Satin Aluminum with Polished Highlights Glass: Enameled with Crystal Louvred Bottom



No. J-814

Spread 17 inches - Fitter 4 inches
150 Watt Capacity
Packed 4 to container
Code: Had

For use on any 4 inch Pendant
or Ceiling Holder

USE ONLY
INSIDE FROSTED
LAMPS WITH
THE CRITERION
CONVERTORS



Illustrating the Combination of No. V-817 with No. V-46-C Chromium Casing Hanger

TAKE OFF THE OLD GLOBE
AND PUT ON THE
CRITERION
THE EFFECT IS
AMAZING



No. J-817

Spread 17 inches - Fitter 6 inches 200-300 Watt Capacity Packed 4 to container Code: Hag

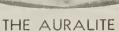
For use on any 6 inch Pendant or Casing Hanger



Streamline Semi-Indirect Commercial Lighting Units

For Store, Office and General Commercial Lighting





Semi-Indirect Unit
with Tensolite Glass with 20" Aluminum Reflector
Chromium Finish
Length 36 inches - Wired complete
Packed 1 to case

Watt Capacity No. Code Socket V-610 Medium 200-300 Fai V-611 300-500 Faa Mogul



No. V-661

Semi-Indirect Wall Bracket Backplate 5 inches Spread 5½ inches Extension 6¾ inches 60 Watt Capacity Opal Glass - Spun Reflector Packed individually, 12 to case Chromium Finish Code: Ffa



No. J-595-

Depth

61/2"

-9"

Std. Pkg.

6

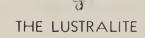
Code

Eje Eji Ejf Ejg

No. Lights

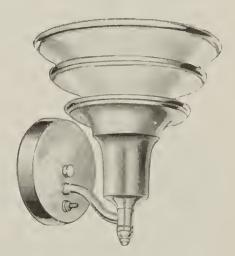
No. V-551

Semi-Indirect Wall Bracket
Backplate 4½ inches
Spread 7 inches
Extension 7½ inches
100 Watt Capacity
with Spun Reflector Packed individually, 12 to case Finish: Satinchrome Code: Eea



Semi-Indirect Unit with Tensolite Glass with 20" Aluminum Reflector Chromium Finish Length 36 inches - Wired complete Packed 1 to case

No. Socket Watt Capacity Code J-510 J-511 Medium 200-300 Eai Mogul 300-500 Eaa



Tranquilite No. V-1921

Diameter Backplate $4\frac{1}{2}$ inches Extension 7 1/4 inches
Packed 6 to case - Wired Complete Chromalum Finish Code: Aqua

The Senator, Commander and Emperor Units and Companion Shades to Match Modern Styling and High Efficiency



THE EMPEROR

OPAL COMMERCIAL GLASSWARE

No.	Size	Fitter	Depth	Std. Pkg.	Code
J-3508	81/2"	4"	7″	12	Ceih
J-3510	10″	4"	$7\frac{1}{2}''$	8	Ceaj
J-3512	12"	6"	73/4"	4	Ceab
J-3514	14"	6"	83/4"	2	Cead
J-3516	16"	6"	$9\frac{1}{4}''$	2	Ceaf



No. J-61
Opal Bathroom Shade
60 Watt Capacity
2½ inch Fitter
Packed 36 to case
Code: Jfa



THE COMMANDER TENSOLITE GLASS

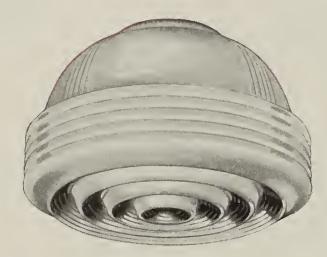
	121.002112.027.100								
No.	Size	Fitter	Depth	Std. Pkg.	Code				
J-2	81/2"	4"	7"	12	Tabby				
J-4	10″	4"	7½"	8	Tabor				
J-6	12"	6"	8"	4	Talon				
J-08	14"	6"	$8\frac{1}{2}''$	2	Taper				
Ĵ-10	16"	6"	11"	2	Tenor				



No. J-908

Porch Globe
3½ inch Fitter
Finish:
Clear Amber
or
Crystal Acid Etched
2¼ dozen to case

Code: ljh



THE SENATOR

ENAMELED COMMERCIAL GLASSWARE.
WITH LOUVERED BOTTOMS

Unsurpassed for Direct Lighting

No.			Depth	Std. Pkg.	Code
J-3308 J-3312 J-3314	$8\frac{1}{2}''$	4"	61/2"	12	Ccih
J-3312	12"	6"	$8\frac{1}{2}''$	4	Ccab
J-3314	14"	6"	914"	2	Ccad



No. J-576

Black line decoration 3½ inch Fitter 6 inch Diameter 2¼ dozen to case

Code: Truck



No. J-3502

Opal Bathroom Shade 75 Watt Capacity 2½ inch Fitter Packed 24 to case Code: Cejb



No. J-3506

Open Bottom Shade
Fitter 2½″ Diameter 6½″
Depth 5³ s inches
Packed 12 to case Code: Cejf



No. J-3501

Opal Bathroom Shade 60 Watt Capacity 2 14 inch Fitter Packed 36 to case Code: Ceja



The Light Conditioner

Crystal Bottom Units - Prismatic Top Units Finest Quality - High Efficiency - Smart Styling



No. J-519-D

Crystal Bottom Unit
Black Decoration

Diameter 9½ inches - Depth 12½ inches
Fitter 6 inches
100-200 Watt Capacity
Packed individually

Code: Master

No. J-519
Crystal Bottom Unit
Plain White
Diameter 9½ inches - Depth 12½ inches
Fitter 6 inches
100-200 Watt Capacity
Packed individually
Code: Mystic



No. J-517-D

Crystal Battom Unit

Black Decaration

4 inch Fitter

Diameter 7³⁄₄ inches - Depth 8¹⁄₂ inches
150 Watt Capacity

Packed 12 to case

Cade: Leap

No. J-517
Crystal Bottam Unit
Plain White
4 inch Fitter
Diameter 7¾ inches - Depth 8½ inches
150 Watt Capacity
Packed 12 to case

Code: Lump



THE LIGHT CONDITIONER

The outstanding contribution to good lighting for 1939.

Here is the answer to the lighting problem of the innumerable stores and shops in your community now poorly lighted by old-fashioned enclosing globes. No installation cost is involved. Simply take off the old globe and put on the Light Conditioner. The transformation is astounding.

Will fit on any six or four inch holder, respectively.

Watt Std.

No. Spread Fitter Depth Capacity Pkg. Cade

J-419 19" 6" 8\frac{3}{2}8" 300 4 Dai

J-414 14" 4" 7\frac{1}{4}" 150 4 Dad

Finish: Glass - Enameled Battom, Fumed Tap

Metal Lauvre - Satin Aluminum with Palished Highlite



Illustrating the use of Light Canditioner No. J-419 on Hanger No. V-156-C



THE CAVALCADE SERIES
Prismatic Crystal Top - Enameled Bottom

No. J-3807

Diameter 7 inches - Depth 6 inches Four inch Fitter 100 Watt Capacity

Packed 12 to carton Code: Chig

No. J-3808

Diameter 8½ inches - Depth 6½ inches Four inch Fitter 150 Watt Capacity

Packed 12 to carton Code: Chjh

No. J-3813

Diameter 13 inches - Depth 9 inches Six inch Fitter 300 Watt Capacity

Packed 2 to carton Cade: Chac



No. J-3806

Open Battom Shade
2½ inch Fitter

Diameter 6½ inches - Depth 5½ inches
Packed 12 to case

Code: Chif



DEEP TYPE REFLECTOR

No. J-114

Diameter 6 inches - Depth $4\frac{1}{2}$ inches $2\frac{1}{4}$ inch Fitter Packed 72 ta case Cade: Tokia

No. J-116

Diameter 7 inches - Depth $5\frac{1}{2}$ inches $2\frac{1}{4}$ inch Fitter

Packed 48 to case

Code: Trout

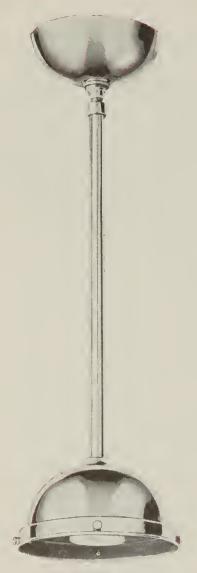
General, Commercial, School and Store Lighting



STREAMLINE TYPE

ORNAMENTAL STREAMLINE TYPE

REGULAR SCREW TYPE



No. V-156-C—6 inch No. V-154-C—4 inch



No. V-556—6 inch No. V-554—4 inch



No. V-46-C—6 inch No. V-45-C—4 inch

STREAMLINE TYPE SPECIFICATIONS

Catalog No.	Size Fitter 4" 6" 6"	Socket	Casing	Length Overall	Finish	Code
No. V-154-C		Medium	Sectional	24 inches	Chromium	Aedcc
No. V-156-C		Medium	Sectional	24 inches	Chromium	Aefcc
No. V-156-CM		Mogul	Sectional	24 inches	Chromium	Aefcmc
			00001101	2 i ilitorios	Cilionitotii	Mercinic

ORNAMENTAL STREAMLINE TYPE SPECIFICATIONS

				_ · · · · · ·	
Catalog No.	Size Fitter	Socket	Length Overall	Finish	Code
No. V-554	4"	Medium	36 inches	Chromium	Eed
No. V-556 No. V-556-M	6"	Medium	36 inches	Chromium	Eef
140. V-220-M	6	Mogul	36 inches	Chromium	Eefm

REGULAR SCREW TYPE SPECIFICATIONS

Catalog No. No. V-45-C No. V-46-C No. V-46-CM No. V-45-C	Size Fitter 4" 6" 6" 4"	Socket Medium Medium Mogul Medium	Casing Sectional Sectional Sectional Sectional	Length Overall 24 inches 24 inches 24 inches 24 inches	Finish St. Bronze St. Bronze St. Bronze Chromium	Code Tang Toga Tuff Tear
No. V-45-C	4"	Medium	Sectional	24 inches	Chromium	Tear
No. V-46-C	6"	Medium	Sectional	24 inches	Chromium	Tabu
No. V-46-CM	6"	Mogul	Sectional	24 inches	Chromium	Tool

The Casing Hangers are equipped with casings assembled in $7\frac{1}{2}$ inch sections which permit the hangers to be shortened or lengthened accordingly. For cost of extra sections with collar see price sheet.

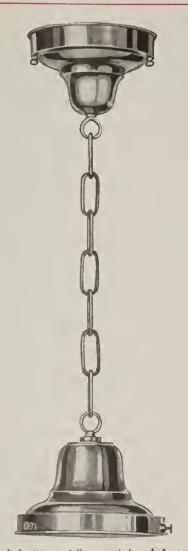


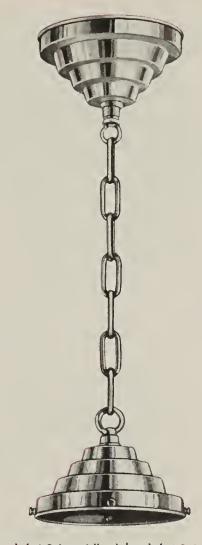
General, Commercial, School and Store Lighting

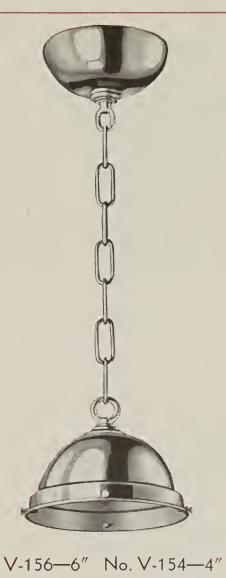
REGULAR SCREW TYPE

MODERNISTIC TYPE

STREAMLINE TYPE







No. V-46—6"	No. V-4	15—4″ N	No. V-186—6"	No. V-184—4"	No. V-15	56—6″ No	o. V-154–
Catalog No.	Size Fitter	Socket	Length Overall	Canopy Type	Std. Pkg.	Finish	Code
No. V-45	4"	Medium	36"	Strap	24	St. Bronze	Carlie
No. V-45	4"	Medium	36"	Strap	24	Chromium	Yuke
No. V-46	6"	Medium	36"	Strap	24	St. Bronze	George
No. V-46	6"	Medium	36"	Strap	24	Chromium	Yazo
No. V-46-M	6"	Mogul	36"	Strap	24	St. Bronze	Gopher
No. V-46-M	6"	Mogul	36"	Strap	24	Chromium	Yipe
No. V-184	4"	Medium	36"	Stem	24	Chromium	Rapier
No. V-186	6"	Medium	36"	Stem	24	Chromium	Ramrod
No. V-186-M	6"	Mogul	36"	Stem	24	Chromium	Gargle
No. V-154	4"	Medium	36"	Screw Collar	24	Chromium	Caed
No. V-156	6"	Medium	36"	Screw Collar	24	Chromium	Caef
No. V-156-M	6"	Mogu!	36"	Screw Collar	24	Chromium	Caefm







-6"

No. V-34—4"	No. V-36-	–6″ No. V	'-56—6" No. V-50-E	—4″ No.	V-164—4"	No. V-166—
Catalog No. No. V-34 No. V-34 No. V-36 No. V-36 No. V-164	Size Fitter 4" 4" 6" 6" 4" 6"	Socket Medium Medium Medium Medium Medium Medium	Diameter Canopy 6 \(\frac{1}{4}'' \)	Std. Pkg. 48 48 24 24 24 24	Finish St. Bronze Chromium St. Bronze Chromium Chromium Chromium	Code Arbor Organ Arena Mummy Join
No. V-166 No. V-50-E No. V-56	6"	Bare Medium	6½" 8"	48 24	Chromium Chromium	Java Wood Efec

Beamlights for Bedroom, Kitchen and Hall

VIRDEN VALUE

In Appropriate Designs and Finishes for Any Requirement



No. V-42-E

Bare with strap

With eyelet

Diameter Canopy 6½ inches

Packed individually, 48 to case

Finish: Ivory Pastelle

Code: Nurse



No. V-41-E

Bare with strap

With eyelet

Diameter Canopy 5½ inches

Packed 48 to case

Finish Ivory Pastelle Browntone Code Murad Wash



No. V-70-E

Bare with strap

Diameter of Canopy 5½ inches
Packed 48 to case
Finish: Ivory and Gold

Code: Gie

HOLDERS ARE PACKED IN INDIVIDUAL CARTONS WITH STRAPS



No. V-49-E

Bare with strap
With eyelet
Diameter Canopy 7½ inches
Packed individually, 24 to case
Finish
Code
Ivory Pastelle
Antique Ivory
Zute



No. V-40-E

Bare with strap

Diameter of Canopy 5½ inches

Packed 48 to case

Pewter W Old Brass W Chromium W	ophy 'eal 'eep 'elt 'end
	lex

THERE ARE NO GREATER DOLLAR FOR DOLLAR VALUES THAN THE BEAMLIGHTS AND HOLDERS SHOWN ON THESE PAGES



No. V-2542-E

Bare with strap

Diameter Canopy 5½ inches

With pull-chain eyelet and
deep flange with knock-out

Packed individually, 48 to case
Finish

Code

Browntone

Waft
Vory Pastelle

Nabob



No. V-44-E

Bare with strap

With eyelet - 3/4 inch flange
Diameter Canopy 41/4 inches
60 to case

Finish
Browntone
Ivory Pastelle

Code Wild Aroma

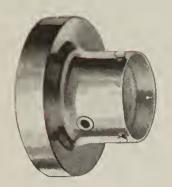


No. V-47-E
Bare with strap
Diameter Canopy 5½ inches
Packed individually, 48 to case
Finish Code
Ivory Pastelle Zotu
Gold Polychrome Zelu



Streamline Beamlites and Holders

Smooth Flowing Contours — Smart, Up-to-the-Minute Designs



No. V-62-E

Streamline Bath Bracket
or Ceiling Holder
21/4 inch Fitter

Diameter of Canopy 41/2 inches
Bare with strap
Packed individually,
60 to case

Finish
White Enamel
Chromium

Code Fbew Fbec



No. V-124-E

Streamline Holder
4 inch Fitter

Diameter of Canopy 7½ inches
Bare with strap
Packed individually,
24 to case
Finish: Chromium
Code: Abdc



No. V-43-E

Bare with strap

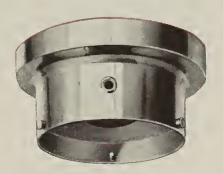
With Eyelet

Diameter Canopy 5½ inches

Packed individually, 48 to case

Chromium Finish

Code: Zyra



No. V-60-E

Streamline Kitchen Holder
Diameter canopy 5½ inches
4" Fitter - Bare with Strap
Packed individually, 48 to case
Finish
Code
White Enamel
Chromium
Fiec



No. V-32-E
Streamline Beamlite
Diameter canopy 4½ inches
Bare with Strap
Packed individually, 60 to case
Finish Code
Chromium Cbec
White Enamel Cbewe



No. V-53-C

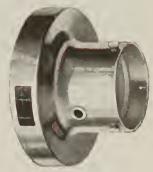
Streamline Porch Ring
Solid Copper
Bare with Strap
Diameter canopy $4\frac{3}{4}''$ - Fitter $3\frac{1}{4}''$ Packed individually, 48 to case
Finish: Antique Copper - - Code: Ecc

Finish: Antique Copper - - Code: Ecc

No. V-53-E

Streamline Holder
Copperface Steel
Bare with Strap

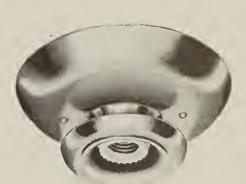
Diameter canopy 434" - Fitter 314"
Packed individually, 48 to case
Finish
Code
White Enamel
Chromium
Code: Ecc



No. V-62-E-CO

Streamline Bath Bracket
with Convenience Outlet
2½ inch Fitter

Diameter of Canopy 4½ inches
Bare with Convenience
Outlet and Strap
Packed individually, 60 to case
Finish
Code
White Enamel
Chromium
Fbecco



No. V-140-E

Streamline Beamlite

Diameter of Canopy 7½ inches

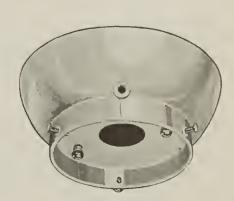
Bare with strap

Packed individually,

24 to case

Finish
Chromium
Ivory

Code Adjc Adji



No. V-50-E
Streamline Kitchen Holder
Bare with strap
Diameter of Canopy 614 inches
4 inch Fitter
48 to case

Finish
White Enamel
Chromium

Code Metric Wood

Shade Holders for Kitchen, Bath and Hall

Two Coats Assure Lasting Quality in the Enamel Finishes



No. V-25-E Bare with strap 4 inch Kitchen Holder 5 1/8 x 4 3/4 inches With pull-chain eyelet and deep flange with knock-out Packed individually, with straps and screws, 48 to case

White Enamel Statuary Bronze Chromium

Code Nomad Wale Ward



No. V-21-E Bare—less strap
Diameter Canopy 4½ inches
Deep flange with knock-out
and pull-chain eyelet 10 to package—100 to case

Finish White Enamel Browntone

Code Omega Wasp

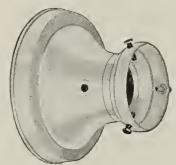


No. V-147 Bare with two Socket Attachments Made of Rustproof Iron Sliding Glass Panel with Red Letters on White Background
Dimensions 6 x 12 x 3½ inches
Finish: Black Enamel Packed 12 to case Code: Ewet



No. V-20-E

Bare—less strap
Diameter Canopy 5½ inches
With pull-chain eyelet 25 to package—200 to case White Enamel Orion Browntone Worm Ivory



No. V-26-E

Bare with strap
Diameter of Canopy 4½ inches
2¼ inch Fitter - 60 to case
Finish Code White Enamel Razor Wolf Chromium



No. V-148

Cast Metal Porch Bracket Diameter Backplate $4\frac{3}{4}$ inches Extension 7 inches - Fitter $3\frac{1}{4}$ inches Wired complete - 12 to case Finish: Black Enamel Code: Gofa



No. V-149

Cast Metal Porch Ring
Diameter Canopy 6½ inches
Fitter 3¼ inches
Wired complete - 24 to case
Finish: Black Enamel
Code: Glay
Also furnished bare—less strap
Packed bulk - 200 to barrel Packed bulk - 200 to barrel



No. V-25-CO Regular No. 25-E wired with keyless receptacle and 4 foot silk cord

with combination pendant switch and convenience outlet Packed individually, 24 to case White Enamel Finish

Code: Notus



No. V-24

Bare with strap 4 inch Ceiling Holder 5½ inch Diameter Packed 48 to case

Finish Browntone White Enamel

Code Whig Oaken

No. V-23

Bare with strap 3½ inch Ceiling Holder 5½ inch Diameter Packed 48 to case

Browntone Black Enamel

Code Whet Negro

No. V-22

Bare with strap 2¼ inch Ceiling Holder 5½ inch Diameter Packed 48 to case

Finish Browntone Ivory White Enamel

Code Wick Wife Luxor



Miscellaneous Holders and Parts



No. V-64 4½ x 2¾ inches 25 ta package—250 ta case

Brawntane Finish
Na. V-64-½ Hale Cade: Lorna
Na. V-64 Nipple Cade: Edith
No. V-64-¾ Slip Code: Ethel

Brushed Brass Finish
Na. V-64-1/8 Hale Cade: Harry
Na. V-64 Nipple Cade: Helen
No. V-64-3/4 Slip Cade: Frank



No. V-68
Less strap
5½ inch Diameter
Drop card canapy
Bushed eyelet
25 ta package—200 ta case
Finish: Brawntane
Code: Roger



No. V-30

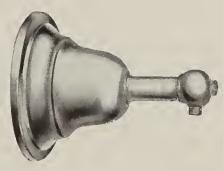
Ball-lamp adapter
Screws on standard sacket
25 ta package—500 ta case
Finish: Rich Gilt
Code: Rebel



No. V-14
4-inch Cammercial Halder
10 to package
Statuary Branze Finish
Code: River



No. V-209
Chain Pendant with 2½" Halder Packed individually, 48 ta case
Finish
Cade
Brawntane
Bugle
Ivory ar White Enamel



No. V-901-21
12 ta cartan—72 ta case
Brushed Brass Finish
Without Socket Cover
Cade: Pansy

10 to cartan—60 ta case
Brawntane Finish
With Sacket Caver
Cade: Peril

10 ta cartan—60 to case With Sacket Cover

Cade

Pedal

Finish White Enamel Statuary Branze



Offset Straps

4-inch strap and screws
5-inch strap and screws
6-inch strap and screws
5-inch strap with screws and thumb knabs
6-inch strap with screws and thumb knabs



No. V-63-34S
34-inch Slip Canopy
51/2 inches in Diameter
7/8-inch flange with knackaut
25 to package—100 ta case
Statuary Bronze Finish
Cade: Relic

No. V-63-1/8 Hole
51/2 inches in Diameter
7/8-inch flange with knackaut
25 ta package—100 ta case
Statuary Bronze Finish
Cade: Remus



No. V-67

Outlet Claser
Diameter 5½ inches
Packed 25 ta package
Finish
Cade

Brushed Brass



No. V-16
6-inch Commercial Halder
2 lug and 1 screw type
10 to package—100 ta case
Statuary Bronze Finish
Cade: Rival

MEMORANDA

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		 	-

NUMERICAL INDEX and PRICE LIST

COVERING

CATALOG No. 39

Superseding All Previous Price Lists and Price Quotations

JANUARY 1st, 1939

Under Existing Circumstances Prices Are Subject to Change Without Notice All Prices Subject to Federal and State Taxes

- N.B.—A. Mazda Lamps are not included in the price of the fixtures
 - B. Always use Catalog Number when ordering
 - C. Kindly specify finish desired where more than one is listed
 - D. Merchandise returned to us for any reason without our consent will not be accepted

Cat. No.	Finish	Page No.	Code	Price	Cat. No.	Finish	Page No.	Code	Price
J-2	Tensolite	46 46	Tabby Tabor	\$.96 1.74	V-49-E V-49-E	Ivory Pastelle	50 50	Zuna Zute	\$.60
J-4 J-6	Tensolite Tensolite	46	Talon	2.97	V-50-E	Antique Ivory Chromium	49-51	Wood	.60 .96
J-08	Tensolite	46	Taper	3.81	V-50-E	White Enamel	51	Metric	.63
J-10	Tensolite	46	Tenor	5.61	V-52	White, less outlet	43	Jimsen	1.35
V-14	Statuary Bronze	53	River	.42	V-52	White, with outlet	43	Jersey	1.65
V-16 V-20-E	Statuary Bronze White Enamel	53 52	Rival Orion	.54 .18	V-53-E V-53-E	White Enamel Chromium	51 51	Ecwe Eccm	.42 .57
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V-23	Browntone	52	Whet	.42	J-60/3508-W	White Enamel	42	Quax	1.68
V-23 V-24	Black Enamel	52	Negro	.42	J-60/3807	Chromium	42 42	Quvt	2.40
V-24 V-24	Browntone White Enamel	52 52	Whig Oaken	.42 .42	J-60/3808 J-61	Chromium Glass	46	Qutk Jfa	2.85
V-25-E	White Enamel	52	Nomad	.45	V-62-E	White Enamel	51	Fbew	.42
V-25-E	Statuary Bronze	52	Wale	.57	V-62-E-CO	White Enamel	51	Fbewco	.72
V-25-E	Chromium	52	Ward	.78	V-62-E	Chromium	51	Fbec	.60
V-25-CO V-26-E	White Enamel White Enamel	52 52	Notus Razor	1.65 .39	V-62-E-CO J-62/61	Chromium Red Stars	51 42	Fbecco Quzr	.90 2.40
V-26-E	Chromium	52	Wolf	.60	J-62/61	Green Stars	42	Quzg	2.40
V-30	Rich Gilt	53	Rebel	.12	J-62/3501	White Enamel	42	Qukr	1.71
V-32-E	Chromium	51	Cbec	.54	J-62-CO/3501	White Enamel	42	Qukrco	2.01
V-32-E V-34	White Enamel Statuary Bronze	51 49	Cbewe Arbor	.36 .90	J-62/3502 J-62-CO/3502	Chromium Chromium	42 42	Quxz Quxzco	2.55 2.85
V-34	Chromium	49	Organ	1.26	J-62/3506	White	42	Quxw	1.56
V-36	Statuary Bronze	49	Arena	.99	J-62/3806	Chromium	42	Quss	2.25
V-36	Chromium	49	Mummy	1.35	V-63-3/4 Slip	Statuary Bronze	53	Relic	.39
V-40-E V-40-E	Ivory Pewter	36-50 36-50	Trophy Weal	.42 .54	V-63-1/8 Hole V-64-1/8 Hole	Statuary Bronze Browntone	53 53	Remus Lorna	.36
V-40-E	Old Brass	36-50	Weep	.54	V-64-18 Hole	Brushed Brass	53	Harry	.24
V-40-E	Chromium	36-50	Welt	.75	V-64 Nipple	Browntone	53	Edith	.21
V-40-E	Statuary Bronze	36-50	Wend	.57	V-64 Nipple	Brushed Brass	53	Helen	.27
V-40 - E V-41 - E	White Enamel Ivory Pastelle	50 50	Alex Murad	.42 .42	V-64-¾ Slip V-64-¾ Slip	Browntone Brushed Brass	53 53	Ethel Frank	.21 .27
V-41-E	Browntone	50	Wash	.42	V-67	Ivory	53	Giant	.18
V-42-E	Ivory Pastelle	50	Nurse	.54	V-67	Brushed Brass	53	Swim	.21
V-43-E	Chromium	51	Zyra	.90	V-68	Browntone	53	Roger	.18
V-44-E V-44-E	Browntone Ivory Pastelle	50 50	Wild Aroma	.36 .36	V-70-E J-74/76	Ivory Gold Red Stars	34 42	Gje Quiz	.48 4.20
V-45	Statuary Bronze	49	Carlie	1.35	J-74/76	Green Stars	42	Quem	4.20
V-45	Chromium	49	Yuke	2.10	V-82	Chromalum	41	Zake	2.10
V-45-C	Statuary Bronze	48	Tang	3.00	V-85	Chromalum	41	Zuma	3.90
V-45-C	Chromium	48	Tear	3.60	V-96	Colonial Brass	6	lfx Takia	6.30
V-46 V-46	Statuary Bronze Chromium	49 49	George Yazo	1.50 2.25	J-114 J-116	Tensolite Tensolite	47 47	Tokio Trout	.63 .84
V-46-M	Statuary Bronze	49	Gopher	2.10	V-124-E	Chromium	51	Abdc	1.08
V-46-M	Chromium	49	Yipe	2.85	V-140-E	Chromium	51	Adjc	1.08
V-46-C	Statuary Bronze	48	Toga	3.15	V-140-E	lvory	51	Adji	.60
V-46-C V-46-CM	Chromium Statuary Bronze	48 48	Tabu Tuff	3.75 3.75	V-148 V-149	Black Enamel Black Enamel, Wired	52 52	Gofa Glay	2.10
V-46-CM	Chromium	48	Tool	4.35	V-149	Black Enamel, Bare, Bul		····	.45
V-47-E	Ivory Pastelle	50	Zotu	.45	V-150	Black Enamel	40	Abj	4.50
V-47-E	Gold Polychrome	28-50	Zelu	.45	V-151	Antique Ivory	36	Eypa	1.65

Cat. No.	Finish	Page No.	Code	Price	Cat. No.	Finish	Page N	o. Code	Price
V-151	Early Pewter	36	Eloc	\$1.95	J-596	Chromium	45	Eif	\$ 7.95
V-151 V-152	Old Brass Ivory Pastelle	36 34	Eura Boast	1.95 1.02	J-597 J-599	Chromium Chromium	45 45	Eig Eii	9.90 5.40
V-152-PC	Ivory Pastelle	34	Grouse	1.62	V-610	Chromium	45	Fai	12.90
V-154	Chromium	49	Caed	2.70	V-611	Chromium	45	Faa	13.50
V-154-C	Chromium	48	Aedcc	4.05	V-641	Ivory Pastelle, keyless	34	Aplo	1.26
V-156 V-156-C	Chromium Chromium	49 48	Caef Aefcc	2.85 4.20	V-641 V-641	Ivory Pastelle, pull chain Gold Polychrome, pull cha	34 iin 34	Adik Ayol	1.56 1.56
V-156-CM	Chromium	48	Aefcmc	4.80	V-641	Gold Polychrome, keyless	34	Awot	1.26
V-156-M	Chromium	49	Caefm	3.75	V-653	Chromium	32	Fec	3.45
V-162 V-162	Antique Ivory Early Pewter	36 36	Cart Cask	1.65 1.95	V-654 V-661	Chromium Chromium	32 45	Fed Ffa	3.90 3.90
V-162	Old Brass	36	Crox	1.95	V-695	Chromium	32	Fie	4.20
V-163	Antique Ivory	36	Vang	1.95	V-699	Chromium	32	Fii	5.85
V-163 V-163	Early Pewter Old Brass	36 36	Vara Veda	2.40	V-727 V-737	Antique Copper	38	Gbg Gcg	3.60
V-164	Chromium	49	Join	1.50	V-757	Antique Copper Black Enamel	40	Geg	3.00
V-165	Early Pewter	36	Gink	3.90	V-767	Black Enamel	40	Gfg	2.85
V-165 V-166	Old Brass Chromium	36 49	Gony Java	3.90 1.65	V-775 J-778	Chromium Ivory	43 34	Gge Ggh	12.90 .81
V-172	Black Enamel	40	Jordan	3.90	J-778 J-814	Satin Aluminum	44	Had	3.75
V-176	Black Enamel	40	Jurist	2.25	Ĵ-817	Satin Aluminum	44	Hag	4.50
V-177 V-178	Black Enamel Black Enamel	40	Vixen	2.40 3.45	J-822 V-847	Satin Aluminum	44	НРР	8.10
V-178 V-184	Chromium	40 49	Boka Rapier	2.55	V-851	Black and Brass Crystal	40 32	Hdg Hea	4.20 3.00
V-186	Chromium	49	Ramrod	2.70	V-861	Crystal	32	Hfa	2.40
V-186-M	Chromium	49	Gargle	3.30	V-872	Ivory Gold	32	Hgb	7.35
V-209 V-209	Browntone Ivory or White Enamel	53 53	Bugle Bobby	1.35 1.50	V-901-21 V-901-21	Brushed Brass Browntone	53 53	Pansy Peril	.60 .75
V-214	White, with outlet	43	Rosh	3.60	V-901-21	White Enamel	53	Pedal	.81
V-214	White, less outlet	43	Ruzo	3.30	V-901-21	Statuary Bronze	53	Ache	.81
V-215 V-215	White, with outlet White, less outlet	43 43	Waco Waza	2.70 2.40	V-901 V-905	Medallion Bronze & Gold Medallion Bronze & Gold		lja lje	3.75 18.90
V-217	White	43	Bird	1.50	J-908	Amber or Acid Etched	46	lih	.75
V-218	White	43 :	Bebe	1.50	V-922	Medallion Bronze & Gold		lbb	7.35
V-219 J-231-C	White Crystal	43 33	Halo Bcac	3.00	V-923 V-925	Medallion Bronze & Gold		lbc	9.90
V-271	Chromalum	41	Bga	2.55	V-925 V-927	Medallion Bronze & Gold Rusty Iron	20 38	lbe Ibg	17.85 5.25
V-272	Chromalum, less outlet	41	Bgb	2.55	V-931	Medallion Bronze & Gold		<u>l</u> ca	6.45
V-272	Chromalum, with outlet	41	Bgbo	3.00	V-933	Medallion Bronze & Gold		lcc	11.85
V-275 V-275	Chromalum, with outlet Chromalum, less outlet	41 41	Bgeo Bge	3.90 3.45	V-941 V-967	Medallion Bronze & Gold Antique Copper	20 40	lda Ifa	5.40 5.70
V-276	Chromalum	41	Bgf	3.90	V-971	Black	38	Gala	9.90
V-277 J-281-P	Chromalum Peach	41 31	Bgg Bhap	5.25 3.75	V-977 V-985	Forged Iron Forged Iron	38 38	Jockey Value	6.15 3.30
V-285	Chromium, less outlet	41	Bhe	4.95	V-987	Forged Iron	38	Venus	4.95
V-285	Chromium, with outlet	41	Bheco	5.25	V-997	Antique Copper	40	lig	2.85
J-291-C J-307	Crystal Crystal	31 32	Biac	5.10 1.80	V-1021 V-1021	Ivory Gold	35 35	Chap	2.55
V-317	White	43	Cig Cag	1.20	V-1040	Pewter Gold Ivory Gold	35	Chug Clif	2.55 1.65
V-321	White, with outlet	43	Cbao	1.80	V-1040	Pewter Gold	35	Chin	1.65
V-321 V-325	White, less outlet	43 39	Cba	1.50	V-1042	Ivory Gold	35	Chek	2.55
V-327	Antique Copper Antique Copper	39	Cbe Cbg	4.20 4.35	V-1042 V-1043	Pewter Gold Ivory Gold	35 35	Chyl Cyco	2.55 3.45
V-331	Ivory	31	Cca	2.25	V-1043	Pewter Gold	35	Chow	3.45
V-335	Antique Copper	39	Cce	4.05	V-1045	Ivory Gold	35	Caca	5.85
V-337 V-345	Antique Copper Antique Copper	39 39	Ccg Cde	4.20 4.05	V-1045 V-1201	Pewter Gold Old Ivory	35 37	Coat Gapa	5.85 1.50
V-347	Antique Copper	39	Cdg	4.05	V-1201-CO	Old Ivory	37	Gapaco	1.95
V-352	Ivory Gold	31	Ceb	5.85	V-1241	Old Ivory	37	Gwax	1.05
J-361 J-371	Ivory Gold Ivorytint	33 33	Cfa Cga	5.85 4.50	V-1242 V-1243	Old Ivory Old Ivory	37 37	Gota Gura	1.65 2.25
J-381	Crystal	33	Cha	2.55	V-1301	Ivory Tone	30	Acja	1.80
J-391 V-396	lvorytone Chromium loss outlet	31	Cia	2.40	V-1302	Ivory Tone	30	Acib	2.55
V-396	Chromium, less outlet	41	Cifco	2.40	V-1307 V-1332	Ivory Tone Ivory Tone	30	Acig Accb	3.90
V-397	Chromium, less outlet	41	Cig	3.75	V-1333	Ivory Tone	30	Accc	4.65
V-397 J-414	Chromium, with outlet	41	Cigco	4.05	V-1335	Ivory Tone	2 9	Acce	5.85
J-419	Light Conditioner Light Conditioner	47 47	Dad Dai	3.00 4.80	V-1341 V-1342	Ivory Tone Ivory Tone	30 2 9	Acda Acdb	1.35 2.10
J-510	Chromium	45	Eaj	13.05	V-1343	Ivory Tone	29	Acdc	2.85
J-511	Chromium Crystal Rottom	45	Eaa	13.65	V-1345	Ivory Tone	30	Acde	4.20
J-517 J-517-D	Crystal Bottom Crystal Bottom	47 47	Lump Leap	2.04 2.85	V-1601 V-1603	Chromium and Bronze Chromium and Bronze	15 16	Afja Afjc	3.30 11.85
<u>J</u> -519	Crystal Bottom	47	Mystic	3.15	V-1605	Chromium and Bronze	15	Afje	16.95
J-519-D	Crystal Bottom	47	Master	4.26	V-1623	Chromium and Bronze	16	Afbc	11.25
V-551 V-554	Satinchrome Chromium	45 48	Eea Eed	4.80 3.30	V-1625 V-1631	Chromium and Bronze Chromium and Bronze	16 16	Afbe Afca	16.35
V-556	Chromium	48	Eef	4.20	V-1641	Chromium and Bronze	15	Afda	4.80
V-556-M	Chromium	48	Eefm	4.80	V-1721	New Harwich	21	Hank	4.20
J-576 J-595	Black Line Chromium	46 45	Truck Eje	1.26 3.75	V-1722 V-1751	New Harwich New Harwich	21 22	Hard Head	6.60 5.40
		75	-16	3,13	V-1/31	New Figiwich	2.2	rieda	3.40

Cat. No.	Finish	Page No.	Code	Price	Cat. No.	Finish	Page No.	Code	Price
V-1753	New Harwich	22	Hebe	\$12.90	V-3035-BC	Bronze and Chrome	9	Cicebc	\$10.50
V-1755	New Harwich	21	Hawk	18.90	V-3041-IG	Ivory Gold	10	Cidaig	3.90
V-1761	New Harwich	22	Hale	5.25	V-3041-BC	Bronze and Chrome	10	Cidabo	3.90
V-1781	Old Harwich	22	Pippen	1.50	J-3308	Enameled	46	Ccih	1.50
V-1921	Chromalum	45	Aqua	5.85	J-3312	Enameled	46	Ccab	4.26
V-1971	Ivory	34	Aiga	.96	J-3314	Enameled	46	Ccad	5.67
V-1981-IG	Ivory Gold	33	Aihaig	3.00	J-3501	Glass	46	Ceja	.78
V-2221 V-2222	Colonial Brass Colonial Brass	5	Bbba	4.20	J-3502	Glass	46	Cejb	1.26
V-2222 V-2241	Colonial Brass	5 6	Bbbb Bbda	6.15 6.90	J-3506 J-3508	Glass Opal	46 46	Cejf Cejh	.78
V-2255	Colonial Brass	5	Bbee	19.50	J-3510	Opal	46	Ceai	1.41
V-2261	Colonial Brass	6	Bbfa	7.95	J-3512	Opal	46	Ceab	2.22
J-2295	Col. Brass or Med. Bronz		Bbie	3.90	J-3514	Opal	46	Cead	3.00
J-2299	Col. Brass or Med. Bronz		Bbii	5.40	J-3516	Opal	46	Ceaf	3.93
V-2401-I	Ivory and Gold	23	Bdjai	3.60	J-3806	Glass	47	Chif	1.11
V-2401-B	Chromalum and Maroor		Bdjab	3.60	J-3807	Glass	47	Chjg	1.11
V-2404	Chromalum and Maroor		Bdjd	14.25	J-3808	Glass	47	Chih	1.59
V-2405	Chromalum and Maroor		Bdje	15.60	J-3813	Glass	47	Chac	4.74
V-2423 V-2424	Antique Ivory Chromalum and Maroor	24 n 24	Bdbc Bdbd	8.85 12.45	J-3912-IG	Ivory Gold	25 25	Ciabig	7.95
V-2425	Chromalum and Maroor		Bdbe	13.80	J-3912-IC J-3916-IG	Ivory Chrome Ivory Gold	25	Ciabic Ciafig	7.95 12.30
V-2512	Medallion Bronze	6	Beab	8.85	J-3916-IC	Ivory Chrome	25	Ciafic	12.30
V-2516	Medallion Bronze	6	Beaf	11.55	J-3922-IG	Ivory Gold	25	Cibbig	6.00
V-2531	Colonial Brass	6	Beca	8.85	J-3922-IC	Ivory Chrome	25	Cibbic	6.00
V-2542-E	Browntone	50	Waft	.45	J-3926-IG	Ivory Gold	25	Cibfig	10.95
V-2542-E	Ivory Pastelle	50	Nabob	.45	J-3926-IC	Ivory Chrome	25	Cibfic	10.95
V-2701	Ivory Gold	14	Bgja	4.05	V-5001	Antique Gold	27-28	Ejja	1.65
V-2703	Ivory Gold	14	Bgjc	8.85	V-5001-CO	Antique Gold	27-28	Ejjaco	2.10
V-2705	Ivory Gold	13	Bgje	13.95	V-5025	Antique Gold	28	Eibe	4.50
V-2723 V-2725	Ivory Gold Ivory Gold	13 14	Bgbc Bgbe	7.95 12.75	V-5032 V-5033	Antique Gold Antique Gold	28 28	Ejcb Ejcc	3.30 3.90
V-2733	Ivory Gold	14	Bgcc	11.70	V-5035	Antique Gold	27	Ejce	4.65
V-2743	Ivory Gold	13	Bgdc	10.50	V-5042	Antique Gold	28	Eidb	2.10
V-2901-IG	Ivory and Gold	11-12	Bijaig	3.60	V-5043	Antique Gold	27-28	Eidc	2.70
V-2901-BG	Bronze and Gold	17	Bijabg	3.60	V-6001	Ivory Gold	3	Fija	4.50
V-2905-BG	Bronze and Gold	17	Bijebg	14.85	V-6012	Ivory Gold	4	Fjab	11.85
V-2905-IG	Ivory and Gold	17	Bijeig	14.85	V-6016	Ivory Gold	3-4	Fjaf	16.50
J-2912	Ivory and Gold	12	Biab	7.95	V-6022	Ivory Gold	3-4	Fibb	9.75
J-2916	Ivory and Gold	11	Biaf	12.90	V-6026	Ivory Gold	4	Fjbf	14.40
J-2922 V-2923-BG	Ivory and Gold Bronze and Gold	12 17	Bibb Bibcbg	6.00 5.85	V-7012-PG V-7012-IG	Pewter and Gold Ivory and Gold	8	Gjabpg Gjabig	11.25 11.25
V-2923-BG V-2923-IG			Bibcig	5.85	V-7012-IG V-7016-PG	Pewter and Gold			
V-2923-IG V-2925-IG	Ivory and Gold Ivory and Gold	17 18	Bibeig	9.90	V-7016-PG V-7016-IG	Ivory and Gold	7 7	Gjafpg Gjafig	14.25 14.25
V-2925-BG	Bronze and Gold	18	Bibebg	9.90	V-7026-PG	Pewter and Gold	8	Gibfpg	12.15
J-2926	Ivory and Gold	12	Bibf	10.95	V-7026-IG	Ivory and Gold	8	Gjbfig	12.15
V-2931-BG	Bronze and Gold	18	Bicabg	6.60	V-7041-PG	Pewter and Gold	7	Gidapg	5.85
V-2931-IG	Ivory and Gold	18	Bicaig	6.60	V-7041-IG	Ivory and Gold	7	Gjdaig	5.85
V-2935-IG	Ivory and Gold	-18	Biceig	10.50	V-7116	Bronze and Gold	8	Gaaf	14.40
V-2935-BG	Bronze and Gold	18	Bicebg	10.50	V-7126	Bronze and Gold	8	Gibf	12.30
J-2941	Ivory and Gold	11 18	Bida Bideig	2.55 14.25	V-8001 V-8003	Old Gold Old Gold	26 26	Hjja Hjjc	2.85 6.45
V-2945-IG	Ivory and Gold		Bideba		V-8003 V-8005				
V-2945-BG	Bronze and Gold Ivory and Gold	18 12	Biea	14.25	V-8005 V-8023	Old Gold Old Gold	26 26	Hjje Hjbc	8.85 5.85
J-2951 V-3001-IG	Ivory and Gold	9-10	Cijaig	2.85	V-8023 V-8045	Old Gold	26	Hide	8.25
V-3001-IG	Bronze and Chrome	9-10	Cijabc	2.85	, 5515			00	0.25
V-3023-IG	Ivory and Gold	9-10	Cibcig	6.90		OFFSET ST	TRAPS		
V-3023-BC	Bronze and Chrome	9-10	Cjbcbc	6.90	4 Inch Straps ar	nd Screws			6.00 C
V-3025-IG	Ivory Gold	10	Cibeig	9.75	5 Inch Straps at				6.75 C
V-3025-BC	Bronze and Chrome	10	Cibebc	9.75	6 Inch Straps ar				7.50 C
V-3033-IG	Ivory Gold	10	Ciccig	8.10		nd Screws and Thumb	Knobs		9.75 C
V-3033-BC	Bronze and Chrome	10 9	Ciccia	8.10 10.50		nd Screws and Thumb			10.50 C
V-3035-IG	Ivory Gold	7	Ciceig	10.50	o ilicii siraps ai	- Sciews and Thumb	MIOOS		10.30 C

ADDENDA

When commercial pendants are required in lengths over the standard length, following schedules apply:

If commercial pendants or ceiling holders are desired with special switch and socket for use with the Mazda 3-Light lamp, add \$2.55 to the medium socket list.

Nos. V-45 and V-46 may be supplied with slip canopy and stem at an additional cost of \$.12 each List.

3/8 Female Stems—Statuary Bronze\$.27 List	3/8 Female Stems—Chromium\$.36 List
Brushed Brass	.27 List	1/8 Male Loops—Statuary Bronze	.06 Each
lvory	.27 List	3/8 Male Loops—Statuary Bronze	.18 Each

REPLACEMENT GLASSWARE AND SHADES

Fixture No.	Glass No.	Price	Fixture No.	Glass No.	Price
53/908	Cylinder	\$.90	727	Panel	\$.30
60/66	66 red or green star	1.95	737	Cylinder	.75
60/3508-W	Glass only	1.80	757	Side Panel	.24
60/3807	Glass only	1.35		Front Panel	.30
60/3808	Glass only	1.80	767	Panel	.24
62/61	61 red or green star	1.35	814	Globe only	2.10
62/3501	Glass only	.96	817	Globe only	3.00
62/3502	Glass only	1.44	822	Globe only	5.85
62/3506	Glass only	.96	847		.90
62/3806	Glass only	1.29	851	G-102	2.10
74/76	76 red or green star	3.45	861		1.95
74/77	77	3.45	872	G-63	5.25
85	G-28	1.05	901, 905, 923, 925, 931, 933 & 941		.75
96	G-28 G-53	3.45	901, 903, 923, 923, 931, 933 & 941	O-31 Idil	.30
	G-53	1.05	967	Cylinder	.90
147	C: 4. Gl	.45	971	B-154	.60
172	Side Glass		977	G-4 amber	1.20
174	Bottom Glass	.60		G 4 amoer	
176		.45	985 and 987	G-4 crystal	1.20
177		.30	997	Cylinder	.75
178		.30	1021	X-48 silver trim or gold trim	
214		1.20	1600 line	G-33	.75
215		1.05	1700 line	G-47 chimney	1.05
219		1.05		G-7 hobnail font	.45
231-C	G-56	1.65	2221, 2222, and 2255	G-40	1.20
275	G-54	.90	2241 and 2261	G-96	1.20
281-P	G-60	2.55	2295	G-70	2.40
285	G-88	1.80	2299	G-67	3.45
291-C	G-69	3.45	2401 and 2423	X-33	.75
307	G-82 crystal etched	1.35	2404, 2405, 2424 and 2425	X-34	.90
325 and 327	G-74	1.20	2512	G-49	1.65
331	G-26 Mellowtone	.75	2516	G-50	2.25
335 and 337	G-73	1.20	2531	G-44	3.00
345 and 347	G-75	1.20	2700 line	G-55 glass ball	.36
352 and 347	G-73	1.95	2733 and 2743	G-63	5.25
361	G-12	4.80	2733 and 2743 2901 and 2931	G-76	.90
371	G-12 G-13		2901 and 2931 2905 and 2945	G-78	
		4.05			1.05
381	G-52	2.10	2912 and 2922	G-77 Mellowtone	4.80
391	G-97	1.95	2916 and 2926	G-81 Mellowtone	9.00
414	G-79	1.80	2923	G-77 Mellowtone	4.80
419	G-80	2.40	2941 and 2951	G-82 Mellowtone	1.80
510 and 511		2.85	3001, 3023, 3025, 3033, 3035		
551	G-27	.90	and 3041	G-33	.75
595	G-17	1.95	3912-IC and 3922-IC	G-82 white with blue lustre	1.95
596	G-18	4.80	3916-IC and 3926-IC	G-77 white with blue lustre	
597	Ğ-19	6.15	3912-IG and 3922-IG	G-82 ivory gold lustre	1.95
599	G-65	3.00	3916-IG and 3926-IG	G-77 ivory gold lustre	5.55
610 and 611	G-62	2.70	6001	, g	1.80
653	G-103 globe	1.50	6012 and 6022	G-83	1.80
	G-98 disc	1.05	6016 and 6026	G-84	3.45
654	G-98 disc G-104 globe	1.65	7012 and 7041	G-84 G-83	
034	G-104 g160e G-99 disc			G-83 G-84	1.80
661		1.05	7016 and 7026		3.45
	G-51 Opal	.60	7116 and 7126	G-100	3.45
695	G-87	2.25	8001, 8003, 8005, 8023 and 8025	G-46 amber	.75
699	G-106	3.60			

MEMORANDA



